

BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



System Speeds
STOCK
TURNOVER

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Seen Out Front
GLASS SELLS
FASTER

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Sash and Door
JOBBER SEE
STRAPPING

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Home Estimating
SYSTEM
CUTS RISKS

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Convention Pre-View

Association News

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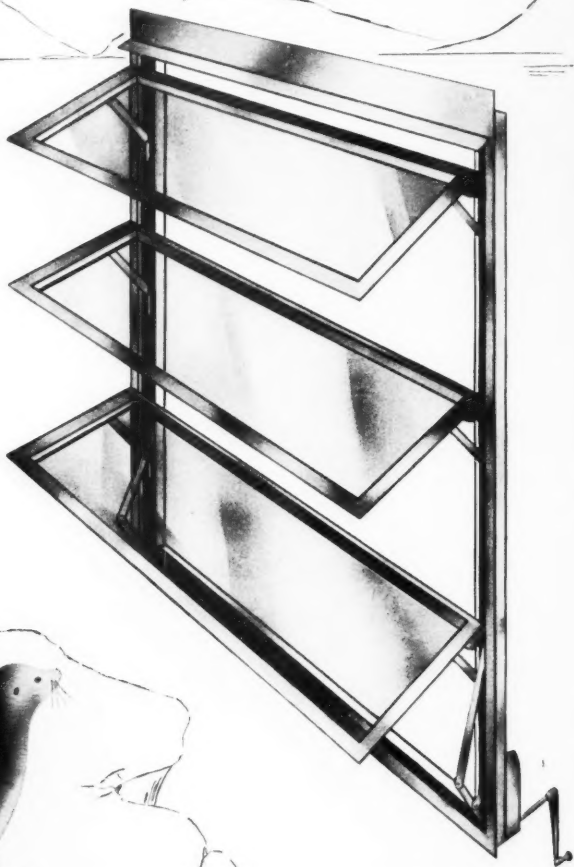
Seals tight!

Miami Aluminum Awning Window closed, seals into one compact weather-tight unit because glass panels are designed with overlapping flanges. This feature assures absolute weather protection through double metal contact. **No Weather Stripping is Required.**

Both sides of glass panes are supported by "Patented", concealed cross-shaft, joining panels into one smooth working unit. This exclusive feature enables heavy duty operator to close window weather-tight, sealing out wind, water and cold, quickly and easily. **No Weather Stripping is Required.**

Miami Aluminum Awning Window constructed from extra heavy extruded aluminum alloy sections requires no painting, no up-keep, no maintenance of any kind and . . . **No Weather Stripping is Required.**

Dealerships are invited! This easy to sell, nationally advertised, all aluminum window means big profits to qualified dealers. See it in 1951 Sweets File, 17A MI, or write today for further information . . . **Miami Window Corporation, P. O. Box 356, Miami 42, Florida.**



Vinyl Plastic Weather-Stripping can be Installed if Desired.

Air Infiltration Tests Taken, Passed and Approved at Pittsburgh Testing Laboratories, Pittsburgh, Pa.

MIAMI Awning Window

AMAZING NEW PULLMAN *Powerful Pigmy Sash Balance!*

The World's Smallest and Lightest
True Counter Balance for Double
Hung Windows.



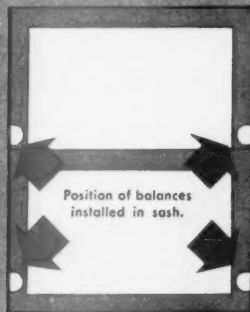
An Amazing New Type Spring results in a tiny mechanism doing the work of a giant. The negative spring is a tight coil of flat material which is progressively unwound throughout the range of action. Tightness of coil reduces diameter markedly over power spring. In the spring action the coiling torque which opposes the uncoiling pull, is developed only by that section of the spring that is being straightened as it is drawn off the coil. This results in constant spring force at all positions of the sash, and true counterbalancing. The Pullman Powerful Pigmy is the greatest innovation in balancing double hung windows since the spring balance was developed by Pullman Manufacturing Company over 65 years ago.

PULLMAN POWERFUL PIGMY FEATURES

1. Lowest Priced true counterbalance on the market.
2. Top Quality . . . the result of years of engineering know how.
3. No Head or Side Room Necessary . . . simple, easy installation.
4. Foolproof . . . no moving parts . . . nothing to get out of adjustment.



Cutaway showing actual position of spring when it's extended.

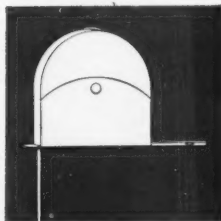


Position of balances installed in sash.

No Head or Side Room Necessary—The small diameter of the new spring cuts balance size by 75%, thereby allowing the Powerful Pigmy to be mounted in the window sash itself. This is the first time in residential window history that a true counterbalance is available which requires neither head nor side room.

Cuts Costs—One set of four balances weighs only 12 ounces. This reduces shipping and handling costs. Easy morticing in sash reduces installation and job handling costs. In addition the Powerful Pigmy is the lowest priced true counterbalance on the market.

Write for more detailed information, Pullman Manufacturing Corporation,
325 Hollenbeck Street, Rochester 21, N. Y.



Specify Window Units with
PULLMAN *Sash Balances*

"Maybe we've met before..."

"It's possible. I've been a bricklayer, member of Illinois Local 21 for 34 years. I've worked on a lot of construction jobs—maybe some of yours.

"A while back the Marquette people asked me if I'd appear in their monthly ads to tell you about Marquette Masonry Cement—and I'm glad to do it. I've used a lot of Marquette Masonry Cement in the past—and I'll use a

lot more. I like it—I like to work with it.

"They tell me that Marquette Masonry Cement not only meets all the specifications for top quality, but exceeds them. I haven't gone into that—I'm not a technical man. All I know is it's the easiest masonry cement I've ever worked with. It makes a nicer looking, stronger mortar. That's all the proof I need that it's *better* masonry cement."

MARQUETTE *Masonry* CEMENT

The 10 basic requirements of high quality masonry cement*

1. Plasticity
2. Body
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible Shrinkage
8. Water Retention
9. Water Repellency
10. Non-efflorescing

*You get all 10 when you use Marquette!



Marquette Cement Manufacturing Company

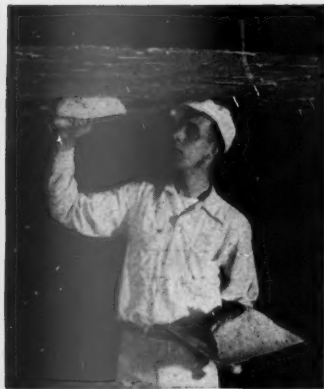
CHICAGO • ST. LOUIS • MEMPHIS • JACKSON, MISS.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

Any quantity of Marquette Masonry Cement will be shipped in mixed carloads with other types of Marquette Cement



Sell the
"Miracle Aggregate"
**TENSULATE
PERLITE**
FROM



TENNESSEE

POPULAR with the buyer, profitable with the seller... Tensulate Perlite is the big advance in better, light weight plaster and concrete. Ten times lighter than the sand it replaces, this "miracle aggregate" lifts a ton of needless weight from the average room. It goes on faster, finishes with a smooth surface, strong and resilient to resist sagging and cracking. It will hold screws. You can nail through it, saw it and be assured of its fire, vermin and moisture-resisting qualities.

Dealers like the ease of handling. There's a rapid turn over of low cost inventory. It's good business to sell Tensulate Perlite. Supported by advertising, going big and growing bigger throughout the South. Place your order now.

A suggestion—why not solve your inventory problem by ordering mixed cars of Tensulate Perlite and Tensulate Insulation.



TENNESSEE
PRODUCTS & CHEMICAL

Corporation
NASHVILLE, TENNESSEE



3 Ways Better!



SSIRCO ALUMINUM ROOFING

ALUMINUM—Roofing, Siding, Fixtures, Gutter, Down Pipe, Garage Doors.

STEEL—Roofing, Siding, Fixtures, Shingles, Gutter, Down Pipe, Fence Posts.

ASPHALT—Roofing, Siding.

ASBESTOS—Roofing, Siding.

COPPER—Strip & Roll, Wall Ties,

Termite Shields,

Plywood, Doors,

Insulation, Hard-

board, Barclay

Paneling, Screens,

Thulman Chimneys.

Here's the quality roofing that makes new customers fast . . . brings old ones back every time! Backed by long manufacturing experience, SSirco Aluminum Roofing is precision-made to give homeowners a weathertight, lifetime, maintenance-free roof. It's priced right for your customers . . . allows you a pleasing profit.

SSirco Warehouse SService gives you Overnight Delivery and Drive-in Pickup! You can sell the complete, profitable line of SSirco Aluminum Roofing Products with a smaller stock, lower inventory investment.

Write today for more details about SSirco Aluminum Roofing and SService!

YOUR NEARBY SSIRCO WAREHOUSE IS YOUR STOCK ROOM

COMPLETE LINE OF
REYNOLDS
ALUMINUM
GUTTER & DOWN SPOUTS



NO SOLDERING
EASY TO INSTALL
NO PAINTING



SOUTHERN STATES

OVERNIGHT SERVICE FROM

Savannah, Ga.

Albany, Ga.

Orlando, Fla.

Birmingham, Ala.

Atlanta, Ga.

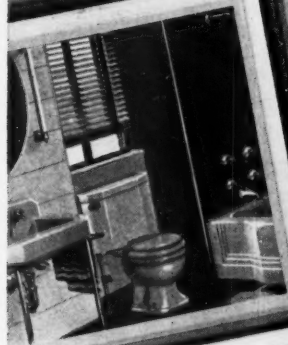
Tampa, Fla.

Jacksonville, Fla.

BACKGROUND FOR PROFITS...

BARCLAY

PLASTIC COATED PANELS



Sell Barclay's durable beauty, versatility and economy for modern walls and ceilings and get bigger sales...higher profits! Homeowners like Barclay's low cost, rich decorator colors, smooth easy-to-clean fused plastic surface and exclusive Tridom authentic tile lines. Applicators like its quick, easy installation. Two popular finishes, three surface designs for homes, offices and stores.



Sell the complete line! Barclay Accessories mean increased sales, satisfied customers and a bonus of extra profits every time!

Stock and sell Barclay Plastic-Coated Paneling and Barclay Accessories for bigger business! Write today for details!



Plastic Cement

IRON ROOFING CO.

15 BRANCH WAREHOUSES

Hennepin, Minn.

Mobile, Ala.

Louisville, Ky.

Raleigh, N. C.

New Orleans, La.

Tampa, Fla.

Columbia, S. C.

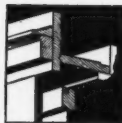
Richmond, Va.



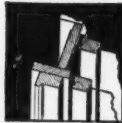
Save ⁱⁿ '51 with **FACTORY-FITTED** **WEATHER STRIPPED Thrif-T WINDOW UNITS**



- FRAME COMES READY for EASY and FAST ASSEMBLY (NO SAWING OR PLANING)
- WIDE BLIND STOPS offer ADDED STRENGTH and MAKE FRAME EASIER to SQUARE in WALL
- ONLY TWELVE MINUTES to INSTALL WINDOW
- WINDOW FITS FRAME in GOOD WEATHER and BAD
- WINDOW SLIDES on METAL — this, plus SUPERIOR BALANCES MAKE Thrif-T the EASIEST of ALL WINDOWS to OPERATE
- PONDEROSA PINE — TREATED for LONG LIFE



HEAD



JAMB



SILL

THESE

— plus many other features make Thrif-T the best buy — and the easiest to sell.



Install in Twelve Minutes NO PLANING OR SAWING

Detailed Instructions are included in EVERY Shipment



Thrif-T

De Luxe

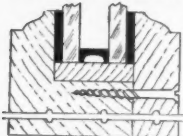
PICTURE WINDOW UNITS

CASEMENTS 4 LT. or 8 LT.



• Casements at side provide FULL ventilation and blend perfectly with any type of double hung window.

• Unit comes complete — screens are included, even the stool and apron are included. No hardware to buy.

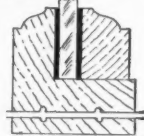


For Glazing with Thermo-pane or Twinlow Glass

• Casements come assembled—hardware installed—assembly can be completed in one half hour.

• Ponderosa Pine—treated for long service life.

• Fits any type wall—frame, brick veneer or masonry.



For Glazing with Double Strength, Crystal Sheet or Plain Plate

OTHER Thrif-T WOODWORK for the HOME CARRIED IN STOCK

Thrif-T PICTURE WINDOW UNITS

Thrif-T TWIN CASEMENT UNITS

MT. VERNON MANTELS

Thrif-T BAY WINDOW UNIT

Thrif-T TWIN KITCHEN CASEMENT UNITS

Thrif-T WINDOW & DOOR TRIM

Thrif-T WARDROBE

"4 in 1" ENTRANCE FRAME

E-Z-UP OVERHEAD GARAGE DOOR UNIT

Thrif-T BASEMENT UNIT

"10 in 1" ENTRANCE FRAME

Thrif-T DISAPPEARING STAIRS

No. 1332 ATTIC LOUVER

Thrif-T TELEPHONE SHELF

No. 960-R CORNER CHINA CASE

WRITE for NAME OF YOUR NEAREST JOBBER



Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer

ROACH & MUSSER CO. MUSCATINE IOWA

FREE to Building Supply Dealers

★ ★ ★ Use Handy Coupon Below

PRINTED HELPS

1. Home Ventilators. New dealer catalog contains photographs and specifications of Quietaire attic and window fans, with a short sales story on each model. Installation data and price list are included. The Quietaire Corporation, Houston, Tex.

3. Color Uses. "Styling With Color" contains over 100 color pictures of color schemes for every room in the house. It was written by Collette Whitlock, authority on interior decoration, to help sell paints. The Peaslee - Gaulbert Paint and Varnish Company, Louisville, Ky.

5. Window Hardware. Two-color folder shows how "Kwik Outs," hardware for holding double-hung windows, keeps them balanced perfectly without sash cords, weights, or coil spring. Sketches show how easily a set is installed and windows are removed for cleaning or painting.

7. Flexible Doors. Installation details and sketches of Ra-Tox flexible doors, made of kiln-dried Northern basswood splints, are given in a new folder. Construction data and specifications are included. The Hough Shade Corporation, Janesville, Wis.

9. Attic, Window Fans. New loose-leaf catalog shows Bar-Brook line of window fans and packaged attic fans and includes price list. The Bar-Brook Manufacturing Company, Inc., Shreveport, La.

11. Stair, Fan Opening. Sheet lists features and sizes, and tells how to install Huntington "Metal-Fold-Safety-Stair" in 20 minutes. For use as attic fan opening, panel bolts are removed and fan tunnel is built over stair, putting access door at end of tunnel at top of stairs. Huntington Industries, Inc., P. O. Box 3176, Memphis, Tenn.

13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, Louisiana.

17. Folding Stairway. Attractive new folder tells how simple the Precision folding attic stairway is to operate. Specifications are given. The Precision Parts Corporation, Nashville 7, Tenn.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

21. Hunter Zephyr Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

23. Heaterator Fireplaces. Booklet tells how Heaterator unit efficiently circulates heat and adds profits on fireplace sales. Heaterator, Inc., Syracuse 5, N. Y.

25. Butt Hinges. Folder describes extrusion processes, tells how Getty butt hinges are made, and lists prices with illustrations. H. S. Getty and Company, Inc., 3348 N. 10th St., Philadelphia 40, Pa.

27. Roofing. "Putting Nature's Colors to Work" is a four-color book on

the importance of roofing colors in exterior decoration. Color schemes are suggested. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

29. Awning Windows. Illustrated catalog No. 84 gives sizes, hardware specifications, and construction data on Gate City awning windows. Prices, discounts, and complete architectural file are available. Write to the Gate City Sash and Door Company, Fort Lauderdale, Florida.

31. Asbestos Shingles. Full-color folders show the complete line and new colors of Asbestone shingles for residential roofing and siding. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

33. Kuver-Krak Panels. Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.

35. Gliding Door Units. An illustrated folder shows how Huttig's gliding door units save space in homes. Complete specifications, sizes, and instructions for installing are included. Huttig Sash and Door Company, 1206 S. Vandeventer, St. Louis 10, Mo.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

39. Asbestos Siding. "New Look That Lasts Forever" describes and shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas.

41. Waterproof Adhesives. Two-color circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wall-board cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is avail-

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the January, 1951, issue of S*B*S with these key numbers: _____

Name _____

Position _____

Firm _____

Mail Address _____

City, State _____



"BILDRITE* SHEATHING Saved Us \$200 on this job!"

Says E.R. Daleen, Purchasing Agent & Sec., Sauers Construction Co.



"Recently we were informed that 4 ft. Bildrite Sheathing had become the first insulating sheathing to meet the rigid requirements of FHA without use of corner bracing. We were at that time erecting Rose Vista Apartments in St. Paul, Minnesota, a \$1,500,000 project, using 2x8 ft. insulating sheathing. We immediately changed to 4x8 ft. Bildrite

Sheathing and realized a saving of \$80—\$100 per apartment building. Bildrite in the larger size cut both our labor and material costs and we also gained the greater bracing strength inherent in the 4x8 ft. sheet.

Insulating Sheathing has been used almost entirely on the 54 apartments erected during 1950 by the Sauers Construction Company in the Greater Minneapolis-St. Paul metropolitan areas. We prefer insulating sheathing because our cost studies prove that it costs \$75—\$100 less than wood sheathing on the average building. Frankly, we just can't afford to use conventional wood sheathing.

Simple addition shows that we can save up to \$200 per average building when we specify Bildrite Sheathing exclusively. Eliminating corner bracing and the lower cost of applying insulating sheathing is a worthwhile contribution that saves money during a critical period for the building industry. While it's important to us that Bildrite reduces costs, we also know that it means better wall construction. We've used Bildrite for many years and its strength, moisture resistance and over-all high quality make it definitely superior."

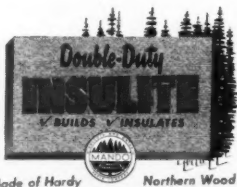


NO CORNER BRACING saved about \$100 in time and materials. BILDRITE—the first insulating sheathing to meet F.H.A. requirements without using additional corner bracing.



LOWER APPLIED COSTS of Bildrite saved another \$100. Bildrite handles easily, leaves no waste, and goes up in about half the time of wood sheathing. In addition, Bildrite offers extra resistance to moisture and extra insulating value.

INSULITE DIVISION



SELL BILDRITE for better construction at lower cost.

MINNESOTA AND ONTARIO PAPER COMPANY
MINNEAPOLIS 2, MINNESOTA

* Reg. T.M.U.S. Pat. Off.

able. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.

43. Application of Asphalt Roof. "Good Application Makes a Good Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

45. Fawcso Home Beautifiers. Catalog shows aluminum awnings, door and window canopies, shutters, flower boxes, iron railing, and other low cost home accessories. Free mats, consumer literature, and posters for dealers. Fawcso Manufacturing Division, Falls Stamping and Welding Company, 1701 Front Street, Cuyahoga Falls, Ohio.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

49. Ideal Bathroom Cabinets. Catalog shows cabinets in 17 designs and a wide range of sizes, including chrome-plated, fluorescent - lighted models. It also shows clothes-chute doors and milk and package receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

51. Reflective Insulation. Folder contains technical information on Kimsul insulation, illustrated with charts, diagrams, and tables. Installation instructions are included. The Kimberly-Clark Corporation, Neenah, Wis.

53. Aluminum Screens. Attractive folders, envelope stuffers, and self-mailing pieces are available on Fabrico aluminum screens. Their light weight, rust resistance, and long wear are described for consumers. Screens and Fabricated Metals Corporation, P. O. Box 31, North Bergen, N. J.

55. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

57. Ventilating Fans. Two new pamphlets describe the variety of uses, design, installation, and accessories of Reed window and attic fans. Price list available. Reed Unit Fans, Inc., 1001 St. Charles Avenue, New Orleans 8, La.

59. Pressure-Treated Lumber. New illustrated folder describes problems of rot and termite damage in residential construction. It tells how lumber is "Wolmanized" through pressure treatment, and how this method protects homes. The American Lumber and Treating Company, 332 S. Michigan Avenue, Chicago 4, Ill.

61. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and de-

tails of air infiltration tests are included. The Miami Window Corporation, P. O. Box 356, Miami 42, Fla.

63. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

65. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y.

67. Tileboard. Roxboro tileboards in three patterns, as well as other Roxdale products, are described in a new consumer catalog. Retail prices are given for products and for approximate complete room installations. The Roxdale Building Products Corporation, 2916 White Plains Road, New York 67, N. Y.

69. Dry Wall Construction. Advantages of Sheetrock, a fireproof gypsum wallboard, are described in an illustrated 12-page booklet. Step-by-step application in the laminated double-wall system is explained. The U. S. Gypsum Company, 300 West Adams Street, Chicago 6, Ill.

71. Bag Truck. A new catalog sheet explains how quantities of cement, plaster, lime, other masonry materials, and shingles are handled on pallets of the Anco bag truck. Ways to cut handling costs are given. The Anthony Truck Company, P. O. Box 375, Paducah, Ky.

73. Kitchen Ventilation. Advantages of Trade-Wind Clipper ceiling blowers are explained in new literature. Data are given on the new model for installation within a cabinet over the kitchen stove. Uses in kitchens, bathrooms, dens, laundries, and commercial establishments are shown. Trade-Wind Motorfans, Inc., 5703 South Main Street, Los Angeles 37, Calif.

75. Safety Saw. A new catalog sheet presents the special features and specifications of the Model W-65 Stanley safety saw. It pictures this electric saw in action. Available accessories are described. Stanley Electric Tools, New Britain, Conn.

77. Roofing Materials. Two-color folder tells how Sco-Co cottonseed oil gum products are used to waterproof and repair interior brick walls, concrete and gravel roofs, composition and metal roofs. It describes Sco-Co metallic paints, Relycote asbestos fiberoed roofing, plastiseal asbestos caulking compound, roof plaster, roof coating, lap seal cement, and metal sash putty. The Southport Paint Company, Inc., Savannah, Ga.

79. National Millwork. Double-hung and awning windows, interior and exterior doors, mantels, and woodwork specialties in an attractive new catalog of National Woodworks, Inc. Actual pictures and sketches with

PRINTED HELPS

(From page 7)

Order this **FREE LITERATURE** by filling in coupon on page 7 of this S'B'S, then mail!

model numbers illustrate the booklet. Information is included about the factory. National Woodworks, Inc., 2201 29th Avenue North, Birmingham 7, Ala.

81. Insulating Sheathing. Two new folders are available on Insulite Bldrite sheathing. No. 65 tells complete story on this sheathing, describing uses, properties, and sizes. No. 75 discusses the problem of moisture condensation and its elimination by Bldrite and sealed Graylite Lok-Joint lath. Insulite, 500 Baker Arcade Bldg., Minneapolis 2, Minn.

83. Aluminum Windows. Advantages and selling points of Metalart precision aluminum windows are given in an attractive two-color folder. Sketches show installation details and construction data. The Metal Arts Manufacturing Company, Inc., P. O. Box 4144, Atlanta, Ga.

85. Barn Ideas. New illustrated folder suggests Celotex materials to use for building better tobacco-curing barns, storage buildings for sweet potatoes, and other farm applications. Construction drawings show where and how materials are applied. The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Ill.

87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.

89. Sash Holders. Uses, sizes, and installation instructions for Vikre sash holders are contained in a new folder, suitable for envelope stuffers. The J. N. Vikre Company, Inc., 3016 14th Avenue South, Minneapolis, Minn.

91. Rustproof Screening. Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

93. Disappearing Stairways. A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.

Foundation washed yet *House*



Only CELOTEX Insulating Sheathing gives you these big selling advantages

1 It is the **ONLY** sheathing made of long Louisiana cane fibres—nature's tougher, stronger "long-life fibres" that literally defy decay.

2 It is the **ONLY** sheathing protected by the exclusive (patented) Ferox® Process against fungus, dry rot and termites.

3 Stronger, more rigid than ever. Builds, insulates, protects—all at one time, at one low cost. Yet, applied, it **COSTS NO MORE** than ordinary sheathing!

4 **DOUBLE-WATERPROOFED** inside by integral treatment that coats every single fibre. Outside by asphalt coating. Yet has over twice the vapor permeability required by government agencies!

5 Faster, easier, thriftier to apply than ordinary sheathing. Negligible waste. No building paper needed.

6 Backed by the sales power of the famous Celotex name—for over a quarter century The Greatest Name in Insulation.

away... *stands Intact!*

Performance like this . . . one more reason why
it's more profitable to feature

CELOTEX

REG. U.S. PAT. OFF.

DOUBLE-WATERPROOFED

INSULATING SHEATHING

Recently a flash flood in Omaha, Nebraska, washed away the foundation of this partially completed home, dropping the structure into the excavation.

As the unretouched photo here shows, Celotex Insulating Sheathing HELD THE WALL FRAMING INTACT, despite the terrific strain of the

twisting action and jolt accompanying the drop!

Dramatic proof indeed of its amazing structural strength! One more reason why Celotex Double-Waterproofed Insulating Sheathing sells faster, easier . . . why it will pay you to start featuring this popular Celotex product today!

How the name CELOTEX makes your selling job easier

Over a quarter century of advertising leadership has established the Celotex brand name in every community . . . has created widespread consumer demand for Celotex Building Products.

And this demand is growing constantly, thanks to impressive Celotex advertisements

reaching millions of home owners in **THE SATURDAY EVENING POST**, **BETTER HOMES AND GARDENS**, **FARM JOURNAL**, and other popular national magazines.

Celotex national advertising builds confidence . . . pre-sells your prospects . . . makes your selling job easier!

To make more sales faster, easier . . .

FEATURE GENUINE CELOTEX

REG. U.S. PAT. OFF.

BUILDING PRODUCTS

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS

smooth as silk . . .

tough as nails

GPX... PLASTIC-FACED PLYWOOD

... for extra sales

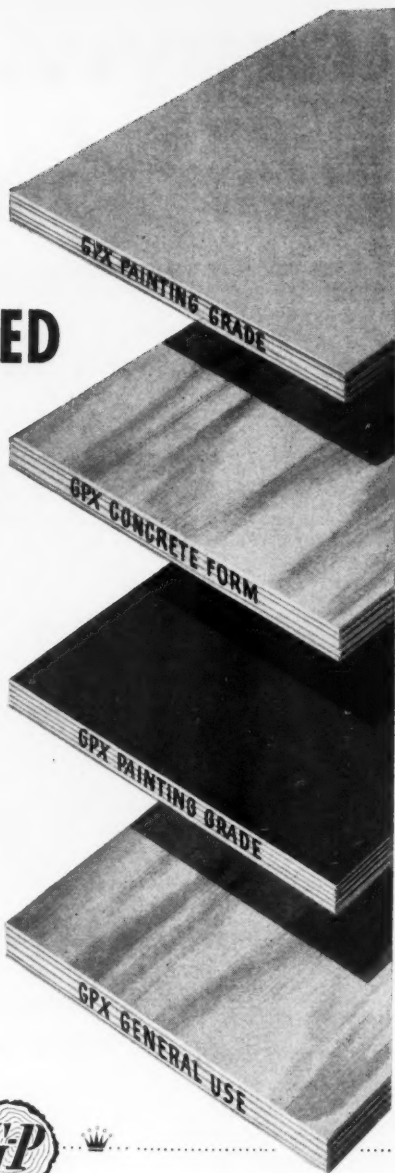
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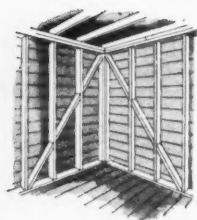
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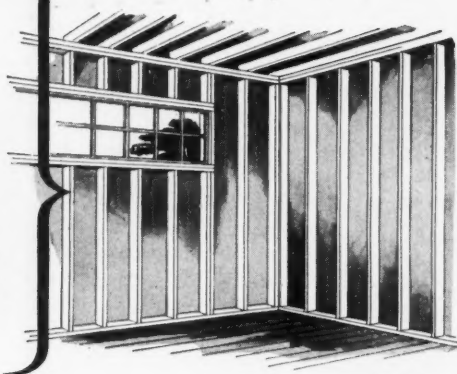
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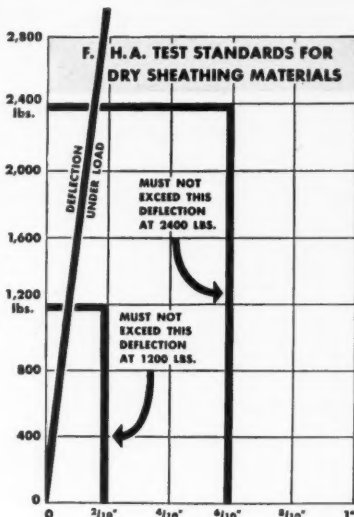


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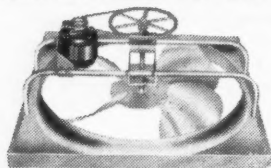
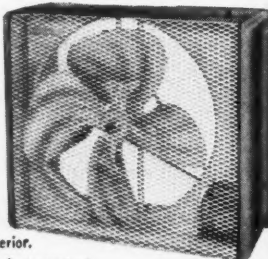
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Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: George Packard, Fort Smith, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: H. G. Sherrill, Statesville, N. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas: Mrs. Maria M. Bennett. Tel. 2-3761. President: R. D. Morris, Jacksonville, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Ben P. Eubank, Lexington, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Thomas H. Harrel, Winfield, La.

Building Material Merchants of Georgia—1925 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. CRescent 6455. President: W. R. Bedgood, Athens, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReson 9157. President: John R. Armstrong, Amarillo.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnpacker 5-5377. President: Claude G. Ryan.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Earl M. Jones, Jackson, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Clyde A. Fulton, Charlotte, Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Paul Leonhardt, Oklahoma City.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: Clark E. McDonald. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Vctor 2265-6. President: Charles H. Kemper, Troy, Mo.

Tennessee Building Material Association—106 East Fifth Avenue, Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: T. O. Lashlee, Humboldt, Tenn.

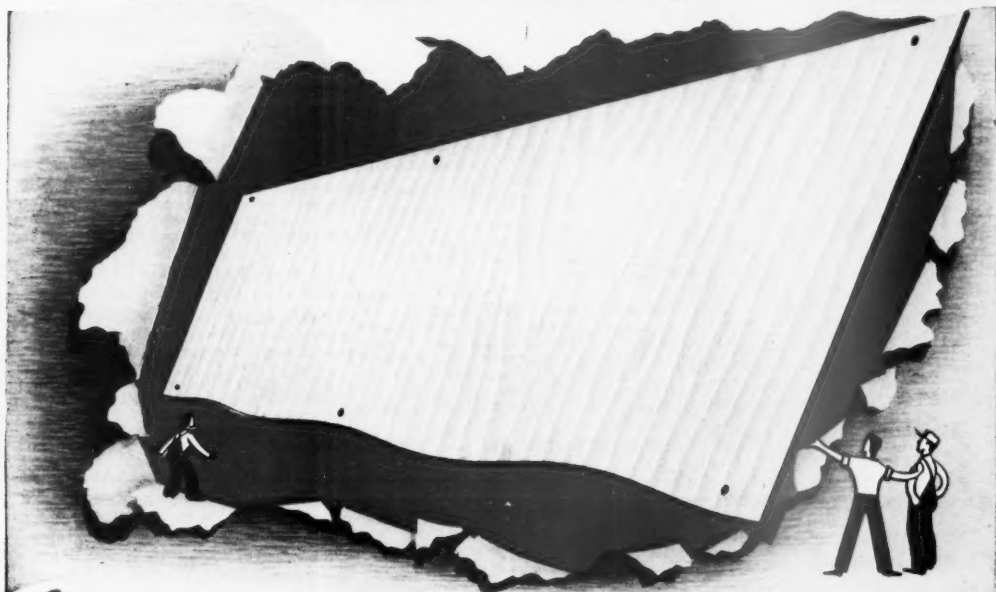
Virginia Building Material Dealers Association—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Ernest L. Whitehurst, Norfolk, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Earl Lilly, Beckley, W. Va.

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"IT'S A SHAME," commented the Duncan (Okla.) Banner on December 13, "for this nation to be caught with a wool shortage right now when even the most elementary sort of thinking would have prevented it. Just another reason, probably, for taking advice of the National Retail Lumber Dealers Association that a little stockpiling of lumber now would be wise."

DON A. CAMPBELL said it several weeks ago: "We can not ask for support and remain free. We can not ask for special privileges without having our own freedom curtailed. We can not be a pork-barrel exponent unless we are willing to pay the price. We can not continue looking to Washington for help and not have Washington look to us for more and more tax monies and economic liberties."

CAN YOU, Mr. Dealer, lean on your property lien law reliably—and resultfully if you have to resort to court for payment of a bill of goods by a homebuilder? One state association secretary recently lamented the lack of a lien law "with teeth in it" in his state. We suggested that his group institute planned efforts to get proper legislators to put through a workable law. We recall that both the Texas and Oklahoma dealer associations were instrumental not long ago in strengthening their state lien laws. The Southwestern Lumbermen's Association, through its legal department, offers copies of the state lien laws for Arkansas, Kansas, Missouri, and Oklahoma.

RANDOM LENGTHS

Culled and Sawn by Donald L. Moore

PROPHETIC was Herman W. Steinkraus, president of the Chamber of Commerce of the U. S., a year ago when he titled his talk before the Pittsburgh Chamber of Commerce, "The Decisive Decade." In view of the threat of Communism and totalitarianism to the whole universe, his closing remarks are more effective today than a year ago: "The challenge of this decisive decade is not a challenge of material things; it is a challenge to the character of our people, a challenge to their willingness to face realities, and put the things first that ought to come first. Give them courageous leadership, but please don't fool them with honeyed promises of greater benefits, at this time when we face a danger which we can only meet if we are a united, strong people. God grant our leaders the wisdom to lead us right!"

EMPLOYERS WHO itemize all "fringe payments" and deductions from the wages or salaries of their employees, along with the paycheck or cash, generally enjoy a better appreciation from personnel of ALL the "pay" they receive for their services.

THE CLEAREST of six editorial

"Why's" that John D. McCarthy, secretary of the Illinois Lumber and Building Material Dealers Association, recently asked of his members was "why should a housewife be called a hoarder if she does not restrict her buying, when she sees no evidence of the government restricting theirs?"

THOUGHTFUL DEALERS not only are considering ways to balance their stocks in the uncertain months ahead. They also are thinking about replacing key employees that might be called into military or defense production service. The 30-day training courses sponsored by state and regional dealer associations throughout the nation offer an easy, dividend-paying way of preparing less-experienced men for key sales and managerial duties.

THE GREAT Henry (Model T) Ford once said it: "Coming together is a beginning; keeping together is progress; working together is success." The best way for dealers to do these things is to join their state or regional association and put a lot into their membership—so they will get a lot out of it!

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Business Representatives

BOSTON: J. D. Parsons, 185 Jerusalem Road, Cohasset, Mass.
CHICAGO: John C. Cook, 624 Lincoln Ave., Highland Park, Ill.
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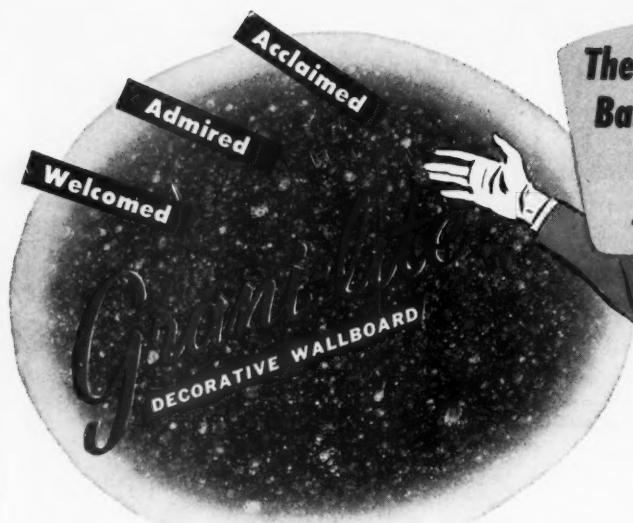


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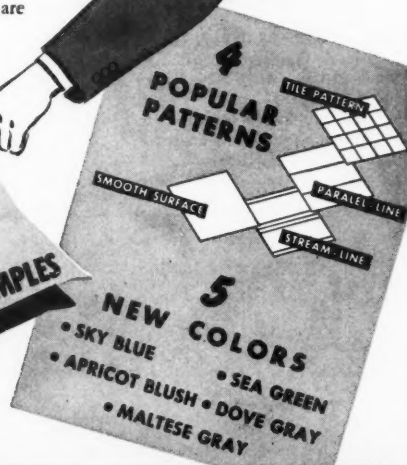


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WILL THE BRIDGE HOLD?

THE YEAR-END, traditionally, is a time for stock-taking. And, after checking the inventory records and the profit-and-loss statements, most business men devote some time after the first of the year to making plans for the months ahead.

That's going to be an extremely difficult problem, this January. Never in the experience of the present generation of business men has the future been so clouded with grave uncertainties; not even in January just nine years ago, the month immediately following Pearl Harbor. There's little to be gained by reading the year-end dissertations of business forecasters and economic soothsayers. All our thinking and planning must be colored by the international situation and military developments—which might be changed drastically before this page appears in print.

The only thing which seems certain, as one attempts to gaze into the crystal ball of 1951, is that we're headed back into a war economy. There must be greatly increased production of guns and tanks and planes and ammunition; and that means decreased production of automobiles and electrical appliances and building materials and hardware. It seems possible that merely by increasing the work week in industry from 40 to 48 hours, we might be able to take care of the 1951 military program while still maintaining our civilian economy at somewhere near its present level. But since that is not politically feasible, we must expect some curtailment in supplies of civilian goods during the year ahead.

In large part, production difficulties in durable goods industries will be due to shortages of certain critical materials, such as tin, zinc, copper, nickel and aluminum. These shortages result primarily from government stockpiling. For instance, at the year-end the government's stockpile of zinc had been built up to around a half-million tons; while for lack of zinc, steel producers were being forced to curtail their output of galvanized products.

Our economic planners in Washington are expected to urge the substitution of other materials for those in short supply, in the hope that we may have both the rearmament program and continued large production of civilian goods. But substitution

is not always feasible; nor will that take care of the manpower shortage as more men are drawn into military service.

Much of the present confusion is due to uncertainties as to the military program; for as 1950 draws to a close it seems that Washington itself has not yet determined what that program should be. But irrespective of the speed of rearmament, it is not likely that we need fear serious shortages of most civilian products during the early part of 1951, as several months will be required for the military program to crystallize into definite production schedules.

With respect to steel, for instance, present estimates are that the military program will not require, for the first half of the year, more than 10% of our total production. Yet, it will entail serious shortages of some classes of steel products, such as sheets.

As the new year starts, we are moving rapidly toward a regimented economy—price and wage controls, directives, allocations, limitation orders, inventory controls, NPA, OPA,

amendments, interpretations, explanations—and endless confusion as thousands of new federal employees take over the complex problem of developing and enforcing these controls.

Government may try to impose more and stricter controls over business than are really necessary; that may be expected, since there is tremendous political pressure for more and more government regulations.

It will be our patriotic duty to abide by these regulations and do everything we can to help a shrinking civilian economy back up an expanding military machine. But we also have the obligation to help maintain our American system of free, competitive business enterprise. We must do what we can to keep it free from unnecessary controls. We should remember that a free America is a strong America; that our ability to challenge communism is due to the fact that we have not been a regimented people.

As we gaze into the clouded crystal ball, one grave uncertainty is whether our free enterprise system will again stand up under the strain of a great military program.



ONE

Dealer's Opinion

Ed H. Chambers is president and general manager of the Chambers Lumber Company in Gainesville, Ga. He retails a full line of lumber and other building materials for homebuilding and light construction. He is an active member of the board of directors of the Building Material Merchants of Georgia, state dealer organization.



IT SEEMS that we will have rigid price and labor controls imposed on us before long. This is going to be very discouraging to some of us who went through the last war under OPA. After considerable thought, the writer would like to make a few observations.

Inasmuch as the federal government has been following an inflationary policy, we think that Congress should enact laws eliminating wasteful public spending before imposing price control, or at least simultaneously with such price control regulations. Senator Byrd, chairman of a committee for that purpose, has announced that he has economy measures that will save \$7 billion and that he will cooperate with Congress in trimming the domestic budget.

Control and rationing laws that can not be enforced should not be enacted. During the last war price and rationing controls were flagrantly violated and had a tendency to lower the morals of the people. Certainly most citizens will live up to our moral obligations in time of emergency, but even they will not be happy about it if they see the laws being violated openly and not much effort being made to prosecute.

We all have confidence in C. E. Wilson as mobilization chief, but he will have to depend to a large extent on personnel already in Washington. It is to be hoped that he will appoint—to head price and ration controls—men who are not professional government workers and men who do not desire for such controls to stay in effect any longer than is absolutely necessary.

During the last war we had men at the head of these bureaus who acted as if they intended to keep these price controls permanently. Every effort should be made to keep out of the price-control personnel, people who are "pinkies" and have socialistic inclinations.

The regulations should be written in clear and positive language so that the businessman will know whether or not he is abiding by the regulations. A conscientious businessman likes to have his policies based on facts and a clear understanding of all laws and regulations. He does not like to be left dangling with uncertainties due to a lack of understanding of what is expected of him.

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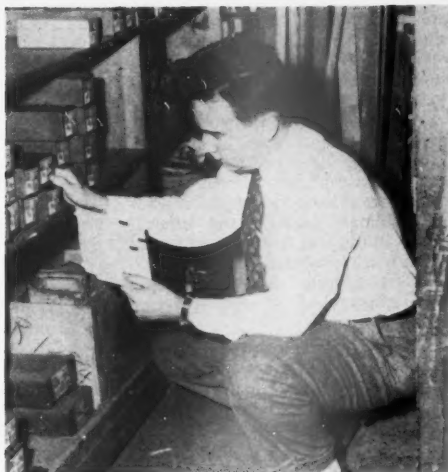
4021 MAHONING AVE. YOUNGSTOWN 1, OHIO

January, 1951

**Modern records system
speeds turnover, assures**

INVENTORY CONTROL!

by Edwin E. Maust*



Charles Miller, Barber and Ross inventory clerk, checks the Inventory Control card with the actual builders hardware on the shelf. Because these lock-sets are a fast seller, he asks himself whether the minimum stock should be raised. Such periodic checking of inventory reduced discrepancies 41 per cent within two years!

STOCK TURNOVER increased from 2.4 to 4.8 in two years after Barber and Ross Company, Inc., Washington, D. C., building supply dealers, introduced an Inventory Control system for millwork and hardware items, because it resulted in greater buying efficiency.

Greater buying efficiency has meant increased savings. Greater profits reflect those savings. The card control system helps avoid overstocking and understocking.

It reduced differences between physical and book inventory 18

per cent the first year, and 23 per cent the second year.

It has proven not only a practical and profitable undertaking for every department in the entire organization, but it has brought increased good-will to Barber and Ross from suppliers and customers alike.

Let me illustrate with a specific example: Barber and Ross used to order 25 cases of the 3-inch door hinge regularly two to five times a month. Shipped and trans-

ported across country by motor and freight, delivery took about three weeks.

Studying the frequency of 3-inch hinge sales over a period on the control card, we decided that 1,200 cases could be bought at a time. This move not only saved us \$27 in freight and 17 days in freight delivery, but obtained for us another 5-per-cent discount, for the supplier notified us that he could so plan production now that costs would be cut.

Furthermore, this long-range and better-cycled buying won for us greater good-will from the manufacturer.

This could not have happened before the Inventory Control card system was introduced. Purchase orders by themselves could not have told the story. Only the con-



* Edwin E. Maust, inventory control and pricing manager of the Barber and Ross Company, Inc., in Washington, D. C., confers with Sales Manager Charles A. Hartman. Maust is bringing to the attention of Hartman some outstanding stock-turnover conditions revealed by the Inventory Control reports. Maust is also pictured on the cover of S*B*S this month, working on a file of Inventory Control cards.

trol card giving purchases and sales over a long period could reveal the growing trend in this humid area of using three 3-inch door hinges to prevent door warping in place of the former use of two 4-inch door hinges.

In placing 1,500 millwork items under control, one of our first steps was getting rid of old stock in moldings, casings, and other items sold by the lineal foot where there is a tremendous opportunity for overstocking. Our next step was getting rid of short-length stock.

These were among our objectives when we installed our inventory control in January, 1942. Using 14 sliding-drawer file cases of 975 cards each to place 14,000 hardware items and 1,500 millwork items under control, installation took us about three months. Experience has shown us, however, it can be done in 30 days.

On each card were recorded date, vendor, order number, quantity, net cost and discount, when the merchandise was received and in what quantity, and when and in what amount the merchandise was sold, with a recorded balance after each posting. On the back of the card monthly sales were noted.

The information that the card control yields has changed some of our buying methods and has speeded up turnover. Only recently we have transferred responsibility for re-ordering from the department heads to the Inventory Control personnel. Our control

BARBER & ROSS CO WASHINGTON D. C.									
ORDERED					RECEIVED				
DATE	VEN	ORD NO	QUAN	UNIT	DATE	VEN	ORD NO	QUAN	UNIT
1/1/42		1	3187	144					
1/1/42		1	3188	144					
1/1/42		1	4647	72					
1/1/42		1	4648	144					
1/1/42		2	6194	19					
1/1/42		1	7011	400					
1/1/42		1	10178	144					
1/1/42		1	10179	30					
1/1/42		1	10180	144					
1/1/42		1	10181	364					
1/1/42		1	10182	144					
1/1/42		1	10183	144					
SOLD									
DATE	VEN	DATE	QUAN	UNIT	DATE	VEN	DATE	QUAN	UNIT
1/1/42		1/1/42	144	144	1/1/42		1/1/42	144	144
1/1/42		1/1/42	72	72	1/1/42		1/1/42	72	72
1/1/42		1/1/42	144	144	1/1/42		1/1/42	144	144
1/1/42		1/1/42	19	19	1/1/42		1/1/42	19	19
1/1/42		1/1/42	400	400	1/1/42		1/1/42	400	400
1/1/42		1/1/42	144	144	1/1/42		1/1/42	144	144
1/1/42		1/1/42	30	30	1/1/42		1/1/42	30	30
1/1/42		1/1/42	144	144	1/1/42		1/1/42	144	144
1/1/42		1/1/42	364	364	1/1/42		1/1/42	364	364
1/1/42		1/1/42	144	144	1/1/42		1/1/42	144	144
1/1/42		1/1/42	144	144	1/1/42		1/1/42	144	144

The front of one of the Inventory Control cards used by the Washington building supply company is reproduced above. It shows for: Ordered—date, order number, quantity; Sold—date, transaction, quantity, balance. The back of the flip-type cards shows vendors by number, and provides for monthly sales totals for seven years. In the picture below, Inventory Clerk Miller posts a ticket for locksets to the Inventory Control card.

system proved the more reliable of the two.

By means of red and blue signals we keep the purchase and sales facts strikingly before us. Blue plastic strips indicate current sales and moving stock. Red signals flash to our attention dead items that call for some kind of disposition.

Red signals recently made known to us oak shoes stored away under some other millwork item. We did not have to wait for inventory-taking time to get hold of that valuable but wasted ware-

house space. We placed them on special sale, retrieving at least cost.

A card control relieves a buyer of remembering all the data on thousands of items—a task no buyer should be expected to carry.

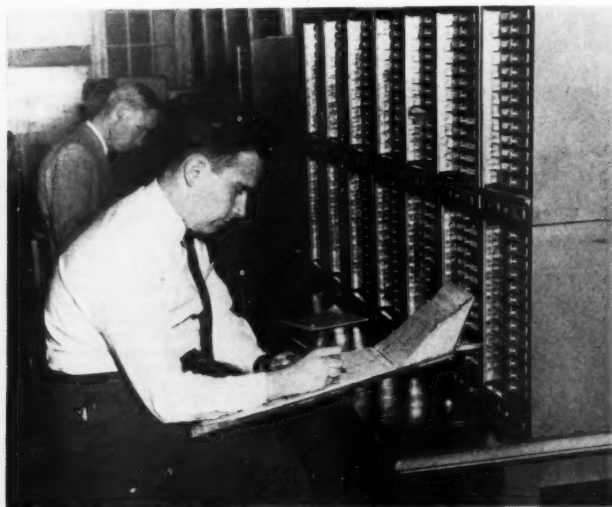
For each item we now have established minimum figures that are recorded on the control card. When a balance reaches that figure, re-ordering takes place automatically unless some question arises. Then the department head is consulted.

The control system has proven of immense value to our sales force. In phoning us to determine whether we have a sufficient quantity of an item on hand and how soon we can get it, the salesmen have spared our customers loss of time and labor when materials were not available as believed to be or promised. When customers find that you can give them some definite idea of shipping date so that they can put their men to work at other jobs, it increases their good-will toward you.

With minimums established, the card control guards against understocking. Understocking means lost sales.

The Inventory Control system has helped immeasurably in watching our costs in storage space. Merchandise not moving and occupying space is costly. We

(See Inventory System Page 69)





**Pioneer Dallas dealer designs
new building supply yard for**

MASS HANDLING



AFTER 37 years in the same location in Dallas, Texas, the 45-year-old Lingo Lumber Company last month moved into a beautiful, new "home" at 5116 Hines Boulevard.

Symbolic of Lingo's success are the new office building of exceptional modern design and the warehouses that are planned to utilize the most efficient methods of mechanically handling building materials.

Previously located only 12 blocks from the business district of Dallas, the Lingo Lumber Company moved about three miles out on a busy artery over which flows exceptionally heavy traffic. But the company offices and plant, separately located, occupy a tract of 8.5 acres. Of this area, 3.5 acres is paved with concrete and includes a parking area large enough for 35 customer cars.

Of modern design with the Hoo-Hoo cat emblem in bold relief, the general office building contains 4,800 square feet of floor space. Staff desks are arranged in a rectangle. Each desk is set well out from the wall to permit the use of attractive displays throughout the area where desired.

The large, roomy structure is air-conditioned. The extensive windows of insulated glass are surmounted by wide canopies of red-

wood for shade from the Texas sun.

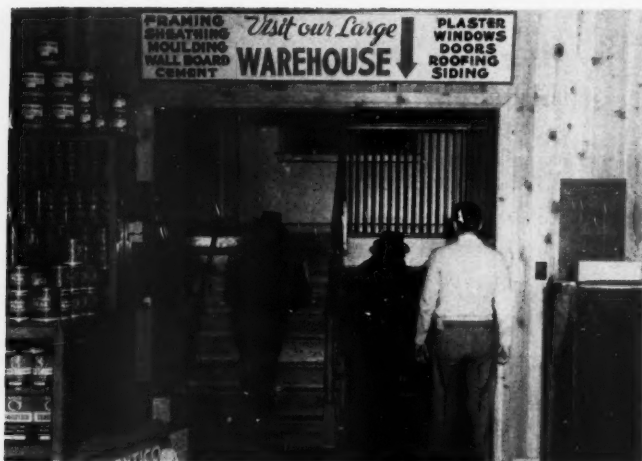
Most of the two acres of enclosed concrete paving is contained in the two 96x200-foot warehouses. Each is served by a 900-foot railroad spur. The sheds are without columns because the roofs are carried on wooden bow-string trusses, with glued, laminated beams spanning the full width of the structures. Each of these sheds will store a million feet of lumber.

Lumber is unloaded from freight cars, sorted into packages of vary-

(See **Lingo Plant** page 63)

Hoo-Hoo's fame is spreading in Dallas, Tex., because the Lingo Lumber Company decorates its modern new building, as well as the company's newspaper ads, with the "Black Cat" emblem. W. M. (Mack) Lingo, Jr., shown above, is now president of the company and also a director of six other lumber companies. He is well known in Southwestern dealer circles for his contributions to the success of 30-day training courses for lumber-yard employees at Southern Methodist University. Dimensions of the new Lingo plant were designed to permit the best use of material-handling equipment. The company uses lift trucks that will raise 6,000 feet of lumber.





A double stairway in the new store of the Wright-Bachman Lumber Company in Charleston, West Virginia, leads up to the main offices and down to the warehouse. Materials are appealingly displayed and price-marked in the warehouse for easy selection by customers.

This W. Va. dealer located his new yard and equipped it to profit from

MORE SALES PER HOUR

with fewer sales people!

MORE SALES per hour with fewer salespeople.

More deliveries per day with less manual labor.

Those were the two goals of officials of the Wright-Bachman Lumber Company in locating, planning, and equipping their new building supply yard in Charleston, W. Va., a year ago. And the sales volume and response of customers since then prove that those goals have been surpassed!

The store traffic has more than doubled over the previous location since this super-market-type of building material headquarters was officially opened last year.

Yet, Manager Robert Briggs is still searching for new merchandise that will further increase the traffic flow and net profits of the Wright-Bachman Lumber Company.

Before construction was started, engineers of the firm surveyed the proposed site and even made airplane photographs of the location. Traffic counts were made at 701 West Washington Street—a heavy Charleston traffic artery.

The traffic count there is one of the highest in the area, but the

only way to stop it was to provide parking. Consequently, parking for 100 cars is provided at the Wright-Bachman store. A railroad siding is at the rear.

The new building is made of buff brick, concrete blocks, and structural steel. It is 112 feet wide and 200 feet long. The sales floor—a small department store of building supplies—is located in the front in a space 112 by 30 feet.

A section of the center above the salesroom is an enclosed mezzanine floor, reached by stairs. Used



The new building of the Charleston building-supply firm was set back from the hustling highway and paved in front and alongside the long warehouse for ample parking and easy loading. A 10-ton fork-lift truck swings palletized materials or steel-strapped lumber onto the trucks of customers and the company for speedy delivery. The truck saves labor inside the warehouse—as well as outside in the yard.

for offices, this balcony overlooks both sales floor and main warehousing area. This permits the manager, when seated at his desk, to look to the right and see the length of the main yard or to look to the left and see most of the main sales floor. He looks through sample windows, taken from stock and installed and price-marked.

The main warehousing area is divided by steel posts into two bays, 56 feet wide and 180 feet deep.

A dominating feature of the new Wright-Bachman sales floor is a large sign over a stairway directing the customer to the main warehouse. An innovation in lumber and building-supply merchandising is the use of displays and the pricing system in the warehouse.

Here the customer finds dis-



... more deliveries per day

with less manual labor!

plays of moldings, plywood, cement, wallboard, windows, doors, and other materials. An example is the display with a large sign reading "Plywood Bargain Center." In it customers find a large assortment of odd-sized plywood pieces—all price-marked. These pieces are left over from cutting stock sheets of plywood to order.

All lumber and most weighty building materials are palletized and handled by a 10-ton fork-lift truck. The operation was designed

for fast mechanical handling to eliminate most hand labor.

The pallets are 4 by 8 feet. The husky lift truck is used for unloading railroad cars and trucks, for stacking materials in the warehouse on pallets, for loading the trucks of customers and the firm.

Much lumber is packaged with steel tape. The bundles are marked with the number of feet of lumber

to save some handling and counting. This speeds handling and delivery to the job site. It also saves time in writing up the order.

A basement section under the front of the store houses a shop, 30 by 100 feet. Here sawing, planing, fabrication of screens, and other
(See More Sales Page 75)



Three individualized sales counters — instead of the usual long one — permit more personal attention to customers in the new Wright-Bachman store, as the photo above shows. The sample board of wood moldings, seen at right, has speeded up the selection — and increased the sale — of moldings. The case-ment wood window and floor-support jack shown at left are just two of the stock materials well displayed.





Mississippi dealer's best seller is a **COZY WHITE BUNGALOW**

OF ALL the stock home plans that the West Point Manufacturing Company has offered residents in and around West Point, Miss., the most popular has been the one pictured here. Labeled "The Greenwood" it was first published by the Standard Homes Company of Raleigh, N. C., in its 1941 plan book entitled "Better Homes at Lower Cost Designed for the South."

According to T. B. Miller, secretary of the West Point contracting dealership, 18 houses of this design have been built by this firm in western Mississippi—with variations, of course.

Some buyers needed three bedrooms, so they selected an alternate plan 1.5 feet wider, with the kitchen and a screened porch appended at the rear in place of the stoop. This permitted a third bedroom between the rear corner bedroom and dining room.

Others ordered a garage, attached with breezeway to the inviting front porch.

Nearly all of the Mississippi houses have been sided with asbestos shingles, although the design looks equally attractive finished in brick veneer or drop siding.

Winning features of this "Greenwood" plan, Dealer Miller has found, are the window seat behind the multi-paned or picture-type of window overlooking the front porch; the latticed "columns" of the porch; the scalloped trim along the roof lines, and the separate dining room instead of the more usual dining nook in the kitchen.

The compact, simple arrangement of this modern home permit minimum construction costs.

The flower box and shutters at

the window of the front bedroom appeal to homemakers.

The central hallway provides space for central heating and allows access to the kitchen without intrusion on privacy in the living room.

The bedroom windows and doors are located so as to leave maximum wall space for arrangement of beds and other furniture.

Blueprints and specifications for the "Greenwood" home plan are available at a cost of \$20.00 for the two sets required for FHA loans, with additional sets costing only \$2.00 each.

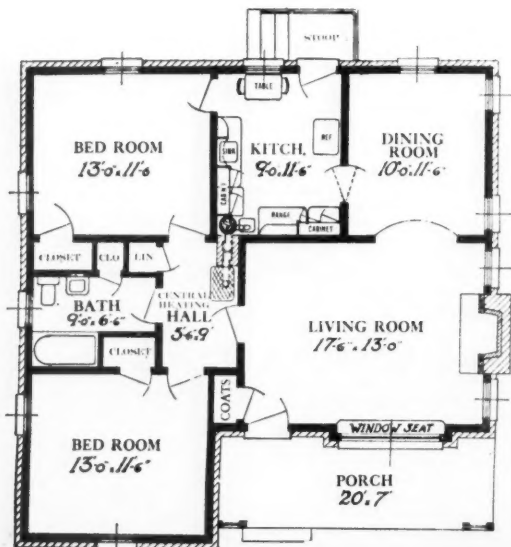
The plans may be obtained from the Standard Homes Company, Box 1919, Raleigh, N. C. This firm gave S*B*S permission to reproduce this popular copyrighted Home Plan—second in our exclusive "Dealer's Popular Home Plan" series.

Which Plan of Yours Is Most Popular, Mr. Dealer?

Because Southern and Southwestern building material dealers are eager to see and study the most popular Home Plans originated and used in S*B*S territory, we are eager to know about plans that dealers find most popular locally.

So, if your organization has designed or obtained an unusually popular Home Plan, Mr. Dealer, why not drop us a line about it? Better still, just mail us a blueprint or photograph of your Most Popular Home Plan!

Send it to Home Plans Editor, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N. E., Atlanta 5, Ga.



CITY lumber dealers usually supply materials to customers in suburban areas. But it isn't often that a small dealer—like the Adams Lumber Company in Conway, Ark., a town of 8,000 people—does a flourishing business in near-by cities.

According to B. G. Adams, the owner, his firm gets this extra business because "the customer knows he's getting his money's worth when he buys one of our houses." The frame houses Adams built in 1950 ranged in price from \$5,400 to \$5,800, exclusive of lot. His houses are another proof that economical construction is



CITY HOMES

sold and built by Small-Town dealer

possible through means other than mass production or prefabrication.

Every morning Adams' materials and his construction crew roll out of his neat little yard on their way to the job—usually in a city several times the size of Conway and frequently in the next coun-

Homes for \$5,400 (left) and \$5,700 (right) — like those shown below — are giving the Adams Lumber Company a reputation of offering the most for any customer's money in small homes. Located in Conway, Ark., a town of 8,000 people, the Adams firm is selling materials and building homes in many larger cities near-by in two counties. At the top of the page, Owner B. G. Adams shows a prospect pictures of houses his firm has built—all of which were architect-designed.

ty—to finish bright white frame two-bedroom houses.

These houses meet all FHA minimum requirements. They have oak floors, rock-wool insulation, solid masonry foundation, and an attic fan.

Believing that the home-owner still prefers the individually-constructed house, on a lot he selects and buys himself, Adams searched for a young architect who could work with him to achieve economy construction. His choice was a young man who was working in a large office but wanted to branch out on his own—and who was also a carpenter! He now draws plans for Adams at a charge of 2½ cents a square foot, and then does part of the carpentry work on the house.

Hearing about the service from others who have built homes, peo-

By S. W. Ellis

ple seek out the Adams Lumber Company.

Although the architect does not draw complete plans for all houses built, his services are often needed to alter stock plans. "Few people build a house from stock plans without some changes," Adams points out. "If the changes are important, it saves time and money to have them made by an architect before construction starts."

Adams acts as his own general contractor, sub-letting plumbing and wiring. But he sells the plumbing fixtures himself.

A picked crew of Conway carpenters goes on every Adams job. They have worked together so long that they are able to do fast work. They charge union wages



prevailing in Conway no matter where they go on an Adams job.

"We've found that it pays to play up the fact that every part of the home is constructed on the job," Adams says.

When a prospect comes to Adams to talk about a home, he is first shown several plan books and a portfolio of Adams homes already built. A local commercial photographer takes two views of every Adams house as it is finished—one from the front, the other from the side.

Adams features three prices—\$5,400, \$5,700, and \$5,800. The prospective customer sees approximately what he can get by looking at pictures and the blueprints of houses.

Knowing that the average person does not understand what to look for in home construction, Adams explains selling points and specifications as he talks. And this lesson in construction, given to each customer, pays dividends! Practically every homebuyer tells his friends about the details of construction.

More new customers are secured through people who have bought an Adams home than through any other medium. Adams keeps his name continually before prospects through advertising, but he insists that his customers are the salesmen who close most of his construction deals.

Highway signs placed on all highways out of Conway play up the slogan that is the basis of all Adams advertising—"Your Only Real Security is A Home of Your Own." That motto even appears on company letterheads.

Adams has built houses for several years on speculation, adhering to FHA minimum requirements.

PLUMBING NOISES Can Be Stopped Asserts Staff of Plumbing Bureau

PLUMBING NOISES annoy many a household needlessly, according to the Plumbing and Heating Industries Bureau.

Manufacturers of plumbing fixtures are making every effort to reduce noise connected with operation of their new equipment. But even in older systems, the cause of such noises can frequently be tracked down by "skillful detective work of a plumber" and remedied.

One of the most frequent causes of noises is a water supply pipe that is too small, forcing the water to travel through it at a greater speed. The bureau cautions against use of small pipe to save on primary building costs.

The most common noises are water hammer, whistling, and chattering.

The easiest type to correct is water hammer. If the ordinary type of air chamber will not prevent water hammer, special devices

known as shock absorbers should be installed on the main line near the meter or as close as possible to the noise source. Occasionally water hammer is caused by conditions outside the house or even in a neighbor's water main.

Water hammer is a danger signal of what is happening in and to the pipes, for such vibration ultimately will cause leaks in tanks or piping if not corrected before it is too late.

Loose pipes, rubbing of pipes against a metal projection, worn faucet washers, or other loose inside parts are responsible for chattering. Occasionally a noisy water meter may be responsible.

A pressure-reducing valve can be used to stop whistling caused by water flowing through a too-small pipe. Whistling is most common at bends and tees, so the more nearly straight the plumbing pipes can be laid, the less chance whistling will ever occur.

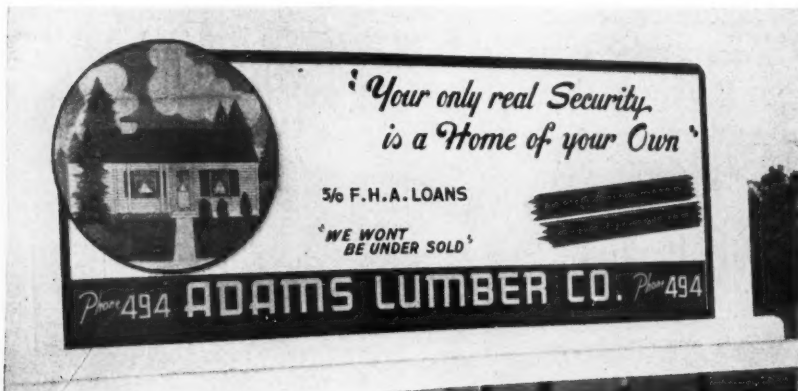
The Adams Lumber Company is not a price cutter. Yet it feels that conditions in the industry make it necessary to uphold a second slogan that he plays up on billboards and in other advertising: "We Won't Be Undersold."

In his buying practices for achieving economies in homebuilding, Adams realizes savings by buying short lots wherever available and products of a few small manufacturers. But in his store, where he caters to a large drop-in trade, he features well-

known brands of merchandise.

Much of his day-by-day volume comes from people who have already bought Adams homes. Now they are adding the extras that every home-owner wants—fences, garages, breezeways, extra rooms, and even pens for chickens and rabbits.

Adams assists his customers with all of these, drawing plans for extra rooms, garages, and chicken coops, because he has convinced customers that he offers the most for their money!



*Your only real Security
is a Home of your Own*

3/8 F.H.A. LOANS

*WE WON'T
BE UNDER SOLD*

Phon 494 ADAMS LUMBER CO. Phon 494

The Adams Lumber Company has two mottoes — "Your only real security is a home of your own" and "We won't be undersold." After offering architect-designed homes for from \$5,400 to \$5,800, exclusive of lot, Owner Adams finds many people from out of town are seeking out his firm. Billboards like this one lead the way.

Use heating system to provide low - cost

HOME "EXTRAS"

IN ADDITION to keeping the occupants of a home comfortable, a warm-air heating system has other practical applications that can provide additional conveniences to homes without adding much to the cost.

The National Warm Air Heating and Air Conditioning Association suggests a number of these "extras" for solving small household problems.

Dish towels hanging on a rack in the kitchen, for example, not only detract from the tidiness of the room, but also collect dust, especially when wet. To add to the fastidious housekeeper's enjoyment of her kitchen, a warm-air register can be installed in the floor under the sink cabinet.

Towels placed on racks in this cabinet are dried sanitarily and quickly by the warm air. But cabinet doors should have grilled openings to permit positive circulation of air in the cabinet and the free flowing of warm air to make this area comfortable.

If placed in the lower part of the cabinet doors, these grilles let out heated air to keep the housewife's feet warm at the sink, where she spends so much of her time.

The laundry area, too, can benefit from adding an "extra" to the warm-air heating system. By installing an extra-large register in the side of the warm air duct running through the laundry room or basement, clothes can be dried in

a hurry in damp or cold weather.

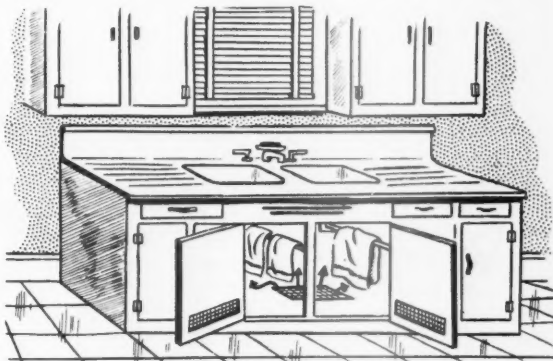
In homes where the utility room is necessarily small, a built-in drying cabinet is easily constructed from sheet metal or other material. Such a cabinet consists simply of an enclosure built around a warm air outlet, with doors and racks for hanging up the clothes. The doors should be shorter than the cabinet, or grilled, to provide an opening at the bottom for discharge of air to insure proper circulation.

A small warm-air outlet built into the coat closet assures guests of a warm departure as well as a warm welcome. For nothing else chills a friendly good-bye like donning a well-refrigerated coat that's been hanging in an unheated guest

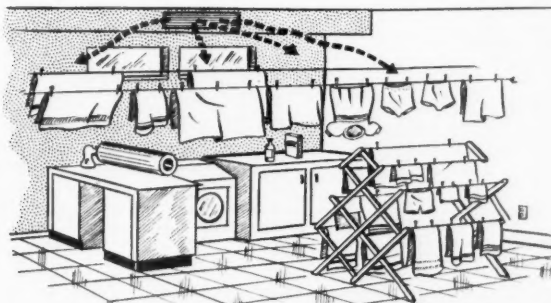


closet. The hospitable host can do away with this unpleasantness merely by making fuller use of his warm-air heating system. A 4-by-6-inch register served by a small-size duct generally will do the trick.

Such a register can easily be installed in a house already built and can be planned into a new home inexpensively. At least a half-inch clearance should be provided between the bottom of the closet door (See Home "Extras" Page 77)



UNDER-SINK TOWEL DRYING



SPECIAL REGISTER FOR LAUNDRY DRY

Many salable advantages can be added to modern homes that have a warm-air heating system merely by adding a small duct and register here and there. The laundry, at left, has been turned into a drying room. The sink, above, has been provided with a sanitary place for dish towels.



***In three lumber yards, this
Miss. dealer relies upon***

SIMPLIFIED ESTIMATING SYSTEM

NOW THAT mortgage credit terms on homes and other light construction are stiffer—and appraisals are tighter—it is more important than ever that contracting dealers and those who supply bills of goods to homebuilders be certain that materials and labor costs are estimated carefully and accurately.

To S*B*S editors, this simply means that a dealer had better get himself a reliable and economical estimating system, if he has not already latched on to one. Hence we begin, with this article, a new series on the estimating systems and methods that successful building material dealers now use.

Which type of estimating systems do you use?

The Chilcutts, who operate three building supply yards in Columbus, Macon, and Kosciusko, Mississippi, swear by "Brownlee's Simplified Estimating and Practical Unit Selling." Published by Robert O. Brownlee, secretary-manager of the Tennessee Building Material Association and former manager of the Knoxville Small Homes Bu-

reau, this Estimating System is being used by dealers, builders, and contractors throughout the South and elsewhere in the nation.

Here's what Jack Chilcutt, vice-president of Ben F. Chilcutt and Sons, Inc., and president of the construction firm of Housing, Inc., in Columbus, Miss., has to say about Brownlee's Simplified Estimating System:

"We use the system to figure our cost on most of our residential construction. This system is used by our estimators at our yards in Macon, Columbus, and Kosciusko. We have found it to be a simplified, very accurate, and very uniform system of estimating our costs.

"We believe that if this Estimating System is used as the author intended it to be, it would be of value to all contractors and all retail building material companies. We have found that when using this system, we can estimate



Jack Chilcutt, vice-president of Ben F. Chilcutt and Sons, Inc., operators of the New Home Building Stores in Columbus, Macon, and Kosciusko, Miss., has found Brownlee's Simplified Estimating System the fastest, safest, and easiest to use in figuring the costs of new homes or other light structures. At top of page (and on our cover) he is seen filling in a job estimate form from the handy "local cost figures" section of the Brownlee system. In the photo above, Chilcutt goes over the estimated cost of a stock house plan with a fair prospect.

**Article No. 1 on use
of Home Estimating
Systems by Dealers**



Neatly constructed with modern materials and methods, the Chilcutt's New Home Building Store in Columbus, Miss., exemplifies its wares and its two slogans: "Retail Distributors of Everything to Build Anything" and "Newer Things for Better Living." The yard catches the eye of motorists on the Tuscaloosa highway.

within 1 per cent of our actual cost.

"We have tried to get smaller contractors, who buy from us, to use this system as it would be some insurance against their taking the job too cheap. We believe this system can be used profitably by everyone in the contracting business."

Among the several methods generally used in estimating construction costs, the Item Method, Square Foot Method, and Cubic Foot Method rank in that order in frequency of use.

The Item Method is the one in which the estimator makes a list of each and every item of material that must be used to complete the building. It is the basis upon which every estimating system is built.

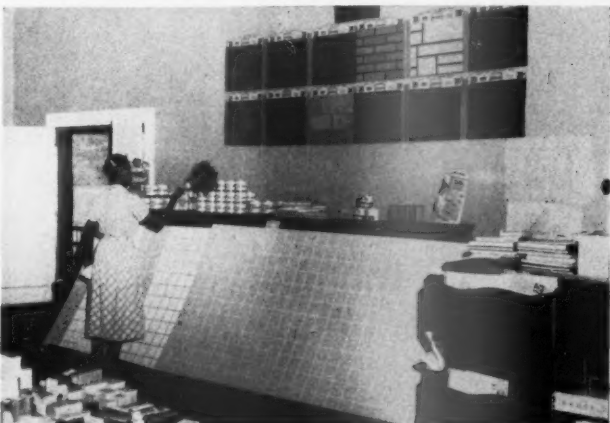
When several cost estimates have been made for structures with similar sizes and specifications, it is helpful to reduce this over-all cost to a basis of cost per cubic foot of building. When properly developed, this Cubic Foot figure is quite helpful in arriving at an approximate cost. But it should never be considered accurate enough to justify being used for executing a construction contract.

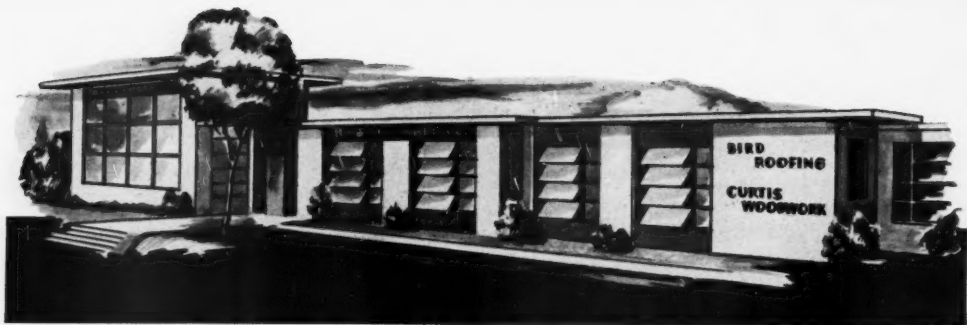
The basis of Brownlee's Simplified Estimating System is the Square Foot Method combined with "unit figures" on such items as windows and doors. Constantly confronted with buildings of different types, sizes, and specifications, the estimator can not practically develop square-foot-cost figures of much dependability.

"However," explains Author Brownlee, "when an estimator is (See **Estimating System** Page 70)



This building supply store in Columbus, Miss., is full of modern merchandising ideas and personal service. Above, Jack Chilcutt sells a farmer some paint, while Ray Chilcutt helps a housewife select wallpaper pattern. A Negro maid, below, cleans up the Columbus store every day, dusting each display item and fixture.





NEW STORE *stimulates sales!*

By HELEN G. MATTHEWS

"YOU MEAN that new store on Dowd Road?" the taxi driver asked as we gave him the H and S Lumber Company as our destination. "I'd like to have a house as modern as that building!"

This Charlotte, N. C., store apparently has made the same impression on all who have seen it since its completion about a year ago.

Typical of present-day solar-house architecture, the H and S design—with its glassed-in front—has lines still simple enough for a building supply store.

Its brick walls are painted white and trimmed with cypress wood. Framework on the awning-type windows is painted a matching brown. The main display area is several feet higher than the offices and other sections. Two signs across the multi-windowed front identify the "H & S LUMBER COMPANY." It was named for the top

officials, President John F. Heinz and Vice-President and Treasurer W. M. Spurrier.

Merchandise displays on the inside are as up-to-date as the attractive store exterior. Like materials are grouped together in such a manner as to give the store a neat, uncluttered appearance.

As the prospective customer enters the store, one of the first things that catches his eye is the planning nook at the right of the entrance. One wall has a rack that holds home-plan books. Above this rack are three built-in niches, recessed in the wall, that hold display posters for various products.

At right angles to the home-plan rack, forming the other wall of the "nook," is another rack holding over 100 different pieces of free

product literature. On the other side is a slanting table-top shelf where prospective home-owners can leisurely turn through pages of books on decorating, remodeling, and building.

By making a deposit, anyone interested in further study can take plan books home. This deposit—refunded in full when the book is returned—usually equals the price plus about 10 cents. In case the book is not returned, the extra dime helps pay for the few books that inevitably "disappear."

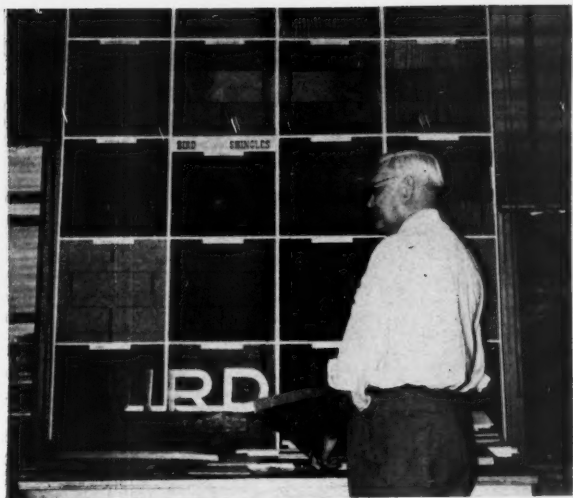
Like those of many other modern functional building supply stores, the walls are made of a variety of the firm's own materials to display their use. The H and S interior walls are covered by plywood with a variety of veneers.

Among these patterns and veneers used are Korina, figured gum, horizontal gum planking, horizontal and vertical Weldtex blocks, etchwood paneling, sliced oak. Knotty pine with both pickwick and V joints, random width redwood and oak paneling, and tidewater cypress are also used.

Paints, too, have a "nook" to



Specializing in "package" homebuilding jobs, the H and S Lumber Company helps customers get off to a good start by featuring this planning "nook" to the right of the entrance door. At right angles to the rack, seen at left holding dozens of plan books, is a table-top counter with chairs for customers to browse leisurely among ideas for floor plans, furniture arrangement, and color schemes. It is seen at right, on opposite page. On the back of this display is a rack holding free literature on products.



Every type of wood molding stocked by the H and S Lumber Company in Charlotte, N. C., is displayed on the panel seen below. Each piece is hung by a hook so that the customer can take it off and examine it more closely. The number underneath each sample tells the salesman where the molding is stocked. At left, President John F. Heinz is seen with the display of asphalt roofing and siding materials.

themselves. The three walls of this section are lined with shelves of paints. Many paint accessories are grouped close by.

In front of the paint section—and near the tool rack and hardware counters—is a combination work tool that meets nearly any need of the home-workshop hobbyist.

To the left of the entrance door of the store, we found colonial, flush, and slab doors opening out from a central display support.

The firm's many types of cabinet hardware for installation in any wooden storage or kitchen cabinet, are shown in a model cabinet that

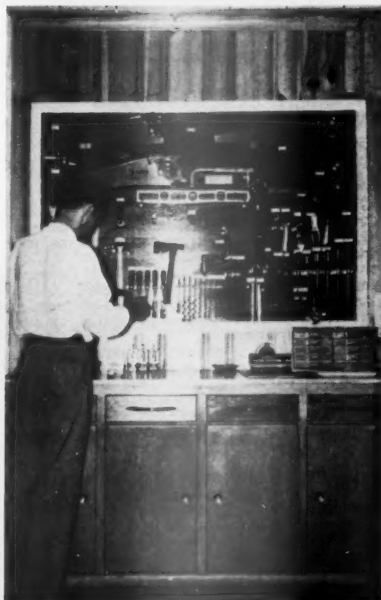
is complete from cup-hangers to a garbage can that pops up automatically as the door is opened.

Thirty samples of roofing shingles are shown with identifications on a wall panel display. On a similar panel display are asbestos roofing, various sidings, and building papers.

The display fan, set in a standard on the sales

(See NEW

STORE page 68)



This attractive tool display has caught the eye of many a customer who has walked off with one or more tools for his home workshop. Prices are placed above or below each tool to facilitate self service. Tools are stocked in the cabinets below.



CONTROLS *that* may affect Your Business

THE SHAPE of controls to come as a result of the towering threat of Communism's desire for world conquest were outlined starkly early this month by the activation of federal emergency agencies to administer voluntary pricing and wage and anti-hoarding regulations.

President Truman's declaration of the existence of a national emergency on December 16 permits revival of many suspended permanent statutes. His establishment in the executive office of the Office of Defense Mobilization, with General Electric's Charles E. Wilson as director, held promise of business-experienced administration of emergency controls and regulations.

Wilson wasn't long in shifting IT&T's William H. Harrison from the National Production Authority to director of the Defense Production Administration. In this post Harrison will have authority over industrial output, allocations and priorities, transportation and manpower. DPA thus will be a sort of planning agency comparable to the old WPB but yet without its administrative duties.

At the same time Michael V. DiSalle was made director of price stabilization in fact as well as name. Alan Valentine continues as administrator of the Economic Stabilization Agency.

PRICING STANDARDS

On December 18, Valentine issued the Economic Stabilization Agency's **Price Procedural Regulation**. It governs "the promulgation of ceiling price regulations, applications for adjustment, petitions for amendment, protests and interpretations, all relating to price stabilization."

A complicated document of about 7,000 words, this pricing regulation is patterned closely after the old PR-1 published by the Office of Price Administration during World War II. It establishes as "fair prices" generally those prevailing December 1, 1950.

From the dealer's viewpoint, the ESA regulation provides the following:

"As applied to the distribution trade (wholesale and retail), gross margins may not be increased above the June 1950 level if net dollar profits before taxes of the distributor are equal to or in excess of average net dollar profits before taxes of the distributor in the period 1946-1949.

"Distributors may not increase their prices on the basis of increases in replacement costs or market costs. Margins may be added only to inventory cost actually paid.

"In determining whether a price in-

crease is permissible under the above standards, sellers must base their determination only upon actual experience. It is not permissible, under the standards, to raise any price on the basis of a forecast of conditions that may prevail at some later date or of costs which are estimated without experience."

Thus ESA says that wholesale and retail distributors may not, after December 1, 1950, increase their markups above the levels of last June if their net profits remain equal to or larger than the 1946-49 average.

WAGE REGULATIONS

On December 22 Administrator Valentine issued the ESA's **Wage Procedural Regulation**. It "delineates the procedures by which interested parties, either company managements, employees, or labor-union officials, may file petitions regarding wage stabilization regulations, and the steps toward reaching a decision on each such petition."

This order followed the ESA's freezing of wages in the automobile-manufacturing industry until March 1. However, the order does not freeze wages solid in any industry "during the emergency."

SCARCE MATERIALS

Under Section 102 of the Defense Production Act, the National Production Authority issued **NPA Notice 1** on December 27 for "Designation of Scarce Materials." The regulation provides that:

"In order to prevent hoarding, no person shall accumulate (1) in excess of the reasonable demands of business, personal, or home consumption, or (2) for the purpose of resale at prices in excess of prevailing market prices, materials which have been designated as scarce materials or materials the supply of which would be threatened by such accumulation."

The materials listed as "scarce" include cast-iron pipe and fittings, gypsum board products, insulation and insulation material in which pulp is a component, portland cement, benzene and other chemicals, all kinds of lumber, softwood plywood, wood pulp, hog bristles, paper and paper-board products, iron and steel and most other common metals and minerals.

RENT CONTROL

The **Housing and Rent Act** was amended on December 20 to extend the limit for community action to continue federal rent control from December 31 to March 31.

The amendment validates all local

governing council action on rent control whether adopted by simple resolution or by ordinance. This action was said to be taken to allow Congress to draw up new legislation on rent control.

EQUIPMENT PRIORITY

Building material dealers who are contractor or subcontractors on military contracts may find assistance on buying necessary production equipment through use of the new "DO-98" priority rating for the Department of Defense. Use of Form NPAF-2 is required for priority expediting of such production equipment.

CONSUMER CREDIT

Recent additional interpretations to **Consumer Credit Regulation "W"** deal with over-allowances on trade-ins; disallowance of consumer's labor in figuring cash price of materials, articles, and services comprised in items listed under Group D; refinancing of installment sale of unlisted articles, and necessity for statement of borrower.

Concerning FHA Title I Credit Applications and Down-Payments, the Federal Reserve Board holds that it will not be necessary to also complete a "Statement of the Borrower" as provided in Section 4-d of Credit Regulation "W" when FHA Forms FH-1 and FH-9 are properly completed by the borrower.

Additional interpretations by the FRB to **Residential Real-Estate Credit Regulation "X"** deal with allowance for builder's profit and costs of sale, preservation of records of transactions, status of fraternity houses under regulation, and maximum maturity allowed for converted short-term construction credit.

Among The Wholesalers

SAN ANTONIO, TEX.: More than 800 persons attended the recent opening of William Cameron and Company's new plant in the 1400 block of Comal Street. The firm has been a wholesaler of building materials in the San Antonio vicinity for 28 years.

NEW ORLEANS, LA.: The Gulf States Plywood Company now distributes Celotex building products in this area.

The Only Cure

According to the Economic Research Department of the Chamber of Commerce of the United States, in its December '50 bulletin, **ECONOMIC INTELLIGENCE:**

"The only cure for rising wage-price spirals is a tough fiscal and monetary-credit policy which will keep money spending in line with the supply of goods. This means balanced budgets and tight over-all credit controls. To urge relaxation of credit controls may be asking unwittingly for price controls!"

WESTERN EUROPE

**as John Watson*
saw it on autumn
anniversary trip**

WE SAILED from New York September 9. The Queen Mary was not at all crowded and it was a calm crossing. The dignitaries on board going east were our former ambassador to Great Britain, Mr. Lewis Douglas; Mr. Ernest Bevin, British Labor Minister, and their wives.

We arrived in London the night of October 4. The gas strike was still on, so it had all the aspects of what I suppose wartime London "felt" like. The next morning, we took the Flying Scot for Edinburgh. This is one of the crack British trains. It goes through what is designated as the Midlands. The station at York had been completely bombed out, and there are evidences of German activity in several other towns in the Midlands.

Surprising was the extent that English farming had become mechanized. Practically 90 per cent of the farm work is now done by tractor or other mechanical help. The English country is well manicured and carefully scrubbed and brushed, with miles upon miles of beautiful stone fences.

Edinburgh, a city of some 250,000 people, in many respects, is a small London. Building activity in Edinburgh and her suburbs was quite impressive. It is the heart of the Scotch whiskey manufacturing activity, and is heavily interested in textiles and paper fabrication.

One motor trip from Edinburgh took us to Melrose, a beautiful old abbey. Another trip was to Drysbury, burial place of Sir Walter Scott, the late Field Marshal Sir Douglas Haig, and Lady Haig. We made a Sunday trip up to the Trossachs, the wild country at the edge of the Scotch Highlands, made famous by Sir Walter Scott in "Lady of the Lake." We went to Loch Lomond; however, the monster was not active on this particular Sunday. We came back



* **JOHN S. WATSON** is Southeastern regional manager of the Libbey-Owens-Ford Glass Company and past-president of the Atlanta Chapter of the Producers Council. He is seen, above, with Mrs. Watson descending the stairs to Deck R of the Steamship Queen Mary. This is his abbreviated account of their Silver Anniversary tour of the British Isles and Western Europe last fall.

by way of Glasgow and saw the shipyards where both the Queen Mary and the Queen Elizabeth had been built.

Returning to London on October 8, we spent the next four days in London visiting the usual things: Westminster Abbey, St. Paul's, Downing Street, Fleet Street, Threadneedle Street, the Guild Hall, British Museum, Herrod's Department Store, Selfridge's Department Store, parks, and zoos. London still shows many scars from the blitz. Near St. Paul's Cathedral, several blocks are still as flat as a pancake. The British, with their traditional dry humor, say that some good came from the bombing, because now they can really see St. Paul's Cathedral in "perspective."

The building activity in London is considerable, but most of the work being done is more in the way of repair than it is new construction. The new House of Commons is just completed, and built to be a replica of the old House. London, as you know, is a city that is built on the horizontal,

rather than on the vertical. The average height of the buildings in London is only about five stories. I believe the highest building is the new House of Lords Building, only 18 or 19 stories.

The English are wonderfully polite and patient. The way they queue up for rides on buses, underground subway, food, and cinema is amazing to an American who is used to the pushing, elbowing, and shoving in our larger cities.

The English diet leaves much to be desired. It is most monotonous and leans hard on starches without enough dairy products to give it good balance. On the other hand, the average height of English children during the past 10 years of austerity has increased over 1½ inches.

On October 13 we went to Brussels via Dover-Ostend-Ghent. The Belgian countryside is immaculate and not a single foot of ground is wasted. They had even planted what was either cabbage or sugar beets up to the railroad ties!

We were in Brussels shortly aft-

er the difficulties that followed the attempted return of Leopold to the Belgian throne. The people of Brussels were overwhelmingly pro-Leopold, so they were not feeling too well that a minority had been able to defeat their will for the second time. We were told that the Socialist Premier Spaak, who was so violent in his opposition to Leopold's return, was motivated principally by the fact that Leopold married the daughter of a governor of a province of Belgium, rather than Spaak's daughter.

Belgium in general—and Brussels in particular—is very prosperous. The Belgians have ample steel, cement, textiles, and glass. These materials are all in short supply throughout the world, and the Belgians have learned, from past experience, that when the tide is in their favor, they have to make money just as fast as they can.

The battlefield at Waterloo, on the Brussels-Paris road, was an enjoyable and instructive side trip. I don't see how Napoleon could have possibly lost the Battle of Waterloo. But it was in the days before the armies had much of a chance to "see" where they were going—no air corps at Waterloo.

From Brussels a night train took us through Luxembourg, corner of France, and a little strip of Germany, into Switzerland. Lucerne is in the middle of the Swiss Alps, and due to the speed and efficiency with which the Swiss electric railways operate, it is possible to see almost all of Switzerland within a few days. We spent one day at Zurich, another at Interlocken, and made one trip up Mount Pilatus, close to Lucerne.

Switzerland is the most amazing country we visited. Practically everyone in Switzerland seems to have a command of English, German, French, as well as their own Swiss language, and I understand that three languages are required of Swiss children in grammar and high school activity.

The Swiss seem to be the only people in Europe not particularly jittery about the future. They attribute most of their good luck to the fact that every other European looks to Switzerland as Valhalla. For that reason, no ruler in Europe would dare to involve the Swiss in war. They are a clean, hardworking and notoriously honest people. This is one of the few places in the world I suppose where you can go and be perfectly sure that your valuables and per-

sonal property are quite safe in your hotel room, in your automobile, or any other place that you leave them, should you fail to put them under lock and key.

Incidentally, the conversion of dollars into English pounds, Belgian francs, Swiss francs and French francs seems complicated at first. But after the first shock wears off, it really isn't as hard as you think it is going to be. The main thing you have to guard against, except in Switzerland, is not to leave a nation with too much of their currency in your pocket. If you do this, you suffer quite a loss in exchange when you go to the next country.

After a rather quick Swiss holiday, we went to Paris, arriving about midnight, October 20. We did the usual tourist stops, including the Louvre, Tomb of the Unknown Soldier, Arch of Triumph, Napoleon's Tomb, Eiffel Tower, a drive along the Champs Elysees, and a trip to Versailles. Paris is so startlingly different from any other city and laid out on such a magnificent scale, it is easy to see why any conqueror of France had always seen fit to spare Paris any great devastation.

With the exception of a small amount of bomb damage around the Renault plant in a suburb, Paris was unscathed in the last war. It was occupied by the Germans throughout the length of the European war, and evidently there are many of the scars of occupation which haven't healed yet. De Gaulle is said to be respected, but not liked. It seemed that the only chance that France has to pull herself back into the front ranks of world influence again would depend upon the rise of some strong leader from the French middle class of the French nation. They are confronted now with the gradual disappearance of the middle class; this would be a disaster to the nation.

There is not as much building activity in Paris as in the industrial suburbs that surround the city. France is neither as prosperous as Belgium, nor as clean as Switzerland, nor as courageous as England. It is possible that the French are a bit ashamed of the fact that they didn't defend their country more diligently at the time of the German invasion in the early 1940's.

We returned to London October 26 via the Golden Arrow, a luxurious train that runs from Paris to Calais by steamer across the Eng-

lish Channel, and by the English edition from Dover to London.

The last week in London was spent mostly on motor trips to points of interest in the surrounding country. We visited Stoke-Poges, Sulgrave Manor (the George Washington ancestral home); Stratford-on-Avon; Oxford University; Eton; Windsor Castle; Hampton Courts; Blenheim Castle, the birthplace of Winston Churchill, and other points of interest in the so-called home counties of London.

I still am not straightened out on Norman architecture, Gothic, Tudor and "perpendicular," although we were thrown into the middle of a lot of interesting architecture, especially in England. I can say that many people in the 16th and 17th centuries had a keen interest in the creation of inspiring and satisfying types of building. It is unfortunate that the last two or three generations have been more interested in blowing up these buildings than in creating newer and more functional types of buildings.

On our last day in London, which happened to be the day that the new Parliament opened, we saw the King and Queen, Princess Elizabeth, Queen Mother Mary, Duke of Gloucester, Duchess of Kent, and other kin of the royal family.

We left London November 1 and sailed from Southampton on the Queen Elizabeth at noon. Until you reach New York the following Monday, you are conscious that the "Big Boat" is really pushing every foot of the way. We were on time in New York at noon November 6, and the Statue of Liberty looked good!

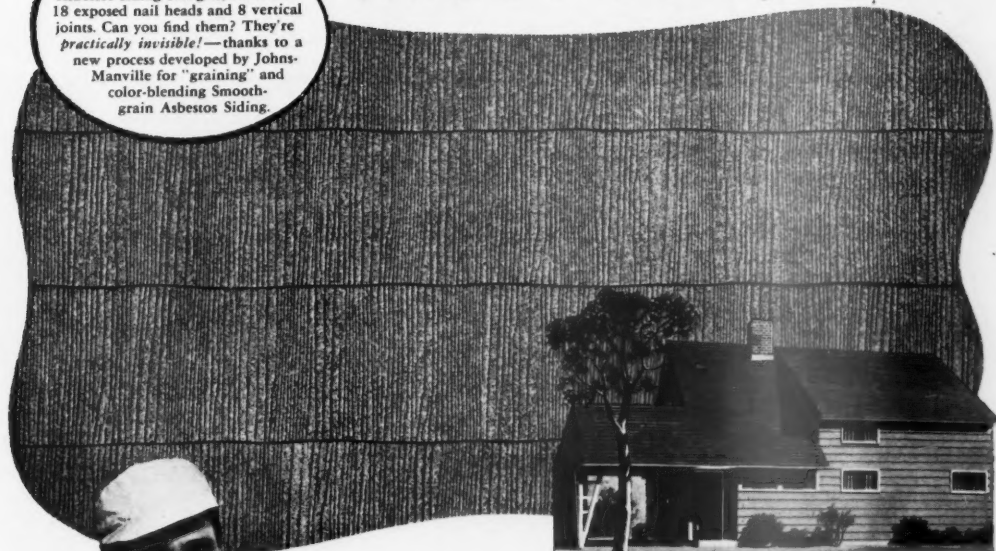
I think it is always dangerous to use epigrams to sum up your impressions. However, my impressions were that the British were brave, Belgium seemed to be booming, Switzerland was swell, and Paris was a picture.

Although the people in Europe and in Britain were generally too polite to tell us so, we did get the feeling that in their apprehension about the Russians they were a little concerned about us because they were afraid that we had made too many promises, and we might find some difficult to fulfill.

Events since then have pretty much confirmed the fact that they were a lot wiser in their concern than we thought they were, at the time of our visit.

Where are the nails? Where are the joints?

In this unretouched photograph of Smoothgrain Asbestos Siding Shingles, there are 18 exposed nail heads and 8 vertical joints. Can you find them? They're practically invisible!—thanks to a new process developed by Johns-Manville for "graining" and color-blending Smoothgrain Asbestos Siding.



Beautiful Smoothgrain Asbestos Siding Shingles

The "grain" is so striking in appearance . . . and the color-blended texture so harmonious throughout the entire job . . . that the nail heads and vertical joints between shingles seem to disappear.

Easier to cut . . . cleaner edges . . . less waste!

Faster, better installation is a plus advantage you get with Johns-Manville Smoothgrain Asbestos Siding.

That's because the surface of this newly-improved siding is *smooth*, not grooved. With the cutter always working against a smooth surface, the cut edges are clean and sharp. There's no chipping to cause spoilage or mar appearance. Also, the siding is *stronger* because it has the same cross section throughout.

It *resists* soiling better, too, because it has no grooves, no raised texture to catch the dirt. The "grain" is not produced by any grooving of the shingle; it is *built-in*

by means of ceramic granules, deeply embedded into a sparkling white background. The striking appearance is always the same from any angle you look!

Smoothgrain Asbestos Siding comes in an outstanding variety of beautiful Permatone colors, including Heather Green, Autumn Brown, the warmly rich and practical Weathered Gray, and the ever-popular Silver Gray which goes well with any color scheme. For full-color brochure, write Johns-Manville, Box 290, N. Y. 16, N. Y.

Johns-Manville 

NEWS of the MONTH

New Hardware Plant Going Up in Alabama

A million-dollar one-story plant containing 120,000 square feet of floor space will be built soon in Selma, Ala., for the manufacture of builders hardware by the Independent Lock Company and the Lockwood Hardware Manufacturing Company. These firms have general offices and two production plants in Fitchburg, Mass.

The Selma plant is expected to employ 300 persons at the start, with production concentrated on Lockwood residential hardware. The plant, to be equipped with the most modern machinery, will be located on a 50-acre tract at the edge of Selma. It fronts on a main highway and has rail facilities at the rear.

Officials of the two hardware companies commented:

"After careful analysis of our growing markets and the subsequent demand for our products, we have found it urgently necessary to expand our production facilities. We feel that the added production of our Selma plant will ultimately enable us to render prompter service to our distributors not only in the South, but throughout the country."

NAHB Announces 15 Development Awards

Among the 15 winners in the 1950 Neighborhood Development Contest were five from the South, Southwest, and District of Columbia. Sponsored by the National Association of Home Builders, the nation-wide competition was designed to inspire better planning for residential development and to find the "perfect neighborhood."

In the division of projects of economy homes with over 50 units, Rock Creek Palisades, in Washington, D. C., won first place and Tyrone Gardens in St. Petersburg, Fla., won third.

Among projects of larger homes with under 50 units, the Mission-

dale development in Kansas City, Kan., won first place.

The Glen-Knox apartments in Chapel Hill, N. C., won third place in the rental homes division.

In the category of complete community developments of economy homes, Midwest City in Oklahoma took first place.

Scrolls, symbolizing achievement, will be awarded the winners at the NAHB convention in Chicago, Ill., January 21-25.

Waverly Taylor, Kansas City, Kan., builder and developer; H. Everett Kincaid, Chicago land planning consultant, and John S. Highland, Buffalo, N. Y., architect, were judges.

3 Southern Winners in 4-H Forestry Work

Four 4-H Club boys earned \$300 scholarships each and all-expense paid trips to Chicago for their outstanding work in forestry. The winners were presented awards at the 29th National 4-H Club Congress in Chicago on November 30.

Lynn L. Ogden II, of Augusta, Ga., earned his award by establishing and running a pine plantation, which he started with 4,000 seedlings in 1944. He protects them from fire with fences and fire-breaks and from over-grazing.

Sherley J. Blackburn, Mountain Park, N. C., another winner, established and operated a farm woodlot on his family's property. He interested his neighbors in scientific tree-farming.

Murdock O. White, Jr., Princeton, W. Va., worked with the Extension Service forester to start a successful forestry demonstration on a one-acre lot. He now has five acres and is keeping an exact cost record of the operation.

Horace S. Brown, Jr., planted 1,000 Norway spruce trees on pasture land next to his farm woodlot. He established a sustained-yield forestry operation by practicing selective cutting and planting more trees. Brown wants to be a forester and will use his scholarship to help pay for his education.

Personnel Notes



A former sales and marketing consultant for several home-modernization firms, A. E. Toombs, above, is the new general sales manager of the Roxdale Building Products Corporation, N. Y. He also has had 18 years of experience with manufacturers of home-furnishings.

★ ★ ★

Milton G. Peck was appointed sales manager for the new powered hand-truck line of the **Clark Equipment Company**. Well known in the material-handling field, Peck was sales manager of Yale and Towne's industrial truck division until recently.

★ ★ ★

New sales manager of **Robbins and Myers'** fan division in Memphis, Tenn., is **Keith M. Spurrier**. He formerly was with the Hunter Fans and Ventilating Company, a Robbins and Myers subsidiary, in sales and promotional work.

★ ★ ★

Melvin W. Haines fills the newly-created post of merchandise manager of the **Sloane-Blabon Corporation**, makers of floor cov-



Question —
Why is PAINE REZO
the door that it is

0 1 2 3 4 5 6
1½ inches thick

and

over four million installations high?

Answer —
Proven, Guaranteed Performance
that backs up the dealer who sells it

In all of the construction industry, there is no door like the Paine Rezo . . . no door that combines the great strength of the interlocking wood Rezo core with lightness in weight, no door that is the equal of the Rezo in dimensional stability, no door that performs so well anywhere and everywhere that it carries an unconditional guarantee of satisfactory service.

A 1½-inch thickness is the minimum required to provide this structural strength that responsible builders have wanted more than four million times — a demand that has made Paine the world's largest exclusive manufacturer of flush air cell doors. Write today for full information.

Manufactured by the

PAINE LUMBER CO., LTD.

*Oshkosh
Wisconsin*

ESTABLISHED 1853

erings. Haines formerly was with the Armstrong Cork Company.

★ ★ ★

Appointment of **Walter Kennedy** as chief engineer of the technical division in Palmer, Mass., has been announced by the **United States Plywood Corporation**. He heads research to expand the development of Honeycomb and other company plywood products.

★ ★ ★

Robert M. Cook has been appointed manager of the newly-organized Strata-Crete sales division of the **Great Lakes Carbon Corporation** in Long Beach, Calif.

★ ★ ★

C. S. (Sig) Leonardson is now assistant to the president of the **Washington Veneer Corporation**, a subsidiary of the **Georgia-Pacific Plywood and Lumber Company**. Leonardson formerly was executive vice-president of the chemical division of the Borden Company.

★ ★ ★

Harry Bowser fills the newly-created post of sales training director for the **Sloane-Blabon Corporation**, makers of smooth-sur-

face floor coverings. Bowser has had much experience teaching salesmanship in high schools and colleges.

★ ★ ★

George A. Sloan was elected chairman of the United States Council of the **International Chamber of Commerce** for a two-year term. Sloan is a director of several corporations with important foreign trade activities. He also is president of the Nutrition Foundation, member of the corporation of M. I. T., trustee of Vanderbilt University, and chairman of the board of the Metropolitan Opera Association.

Texans Prefer Guns To Public Housing

The progressive community of Breckenridge, Tex., recently took steps to give the federal treasury a \$750,000 Christmas gift. The city has urged other communities to take similar steps—all in the name of national defense.

The Breckenridge Public Housing Authority, chairmanned by civic leader Albert Sweeney, has turned back \$750,000 allocated to Breckenridge by the federal Public Housing Authority for 75 housing units.

The Authority asked that the money be used instead for defense.

In an unprecedented action, the Authority approved the following resolution: "When the forces of Communism threaten our very life, the Housing Authority of the City of Breckenridge, Tex., goes on record as asking the federal Public Housing Authority to suspend the allocation of money to be spent on peacetime housing and that this federal money be applied to training our citizens and arming our men to fight and protect the freedoms of our people against Communism and world aggression."

The turndown of federal funds followed discussion in American Legion and Veterans of Foreign Wars meetings, and an editorial in a Breckenridge newspaper.

Reaction to the resolution was immediate. The Breckenridge Chamber of Commerce received scores of congratulatory letters and telegrams commending the action.

Frank W. Cortright, executive vice-president of the National Association of Home Builders, said the NAHB would ask Congress to suspend the entire public housing program for the duration of the emergency.

Hovde Names BRAB Committee Members

Frederick L. Hovde, new chairman of the Building Research Advisory Board, Washington, D. C., recently announced the membership of the Executive and Finance Committees of this organization that aims to stimulate and correlate building research in the nation.

C. F. Rassweiler, vice-president for research and development of the Johns-Manville Corporation, New York, N. Y., heads the Executive Committee.

Other members of his committee include Frederick M. Feiker, dean of the school of engineering, George Washington University, Washington, D. C.; Henry T. Heald, president of Illinois Institute of Technology, Chicago, Ill.; Norman P. Mason, treasurer of the William P. Proctor Company, North Chelmsford, Mass.; D. E. Parsons, National Bureau of Standards, Washington, D. C., and Harry C. Plummer, Structural Clay Products Institute, Washington, D. C.

Norman P. Mason is new chairman of the Finance Committee. Assisting him are Carl F. Boester, Purdue Research Foundation, Lafayette, Ind.; Tyler S. Rogers, Owens-Corning Fiberglas Corporation, Toledo, Ohio, and Charles H. Tompkins, Washington, D. C.

"Fire Resistance of Exterior Non-Load-Bearing Walls" was the subject of the Building Research Advisory Board's second research correlation conference in the nation's capital recently.

Under the chairmanship of Carl F. Boester, Purdue's housing consultant, seven speakers presented papers on various phases of the topic. Present for the discussions were 106 persons from 15 states, Canada, and the District of Columbia.

More Dry Roofing Felt

The American Asphalt Roof Corporation soon will have another plant in Kansas City, Mo., for manufacturing dry roofing felt, according to President Frank J. McGinley. Completion of the new plant is expected by next spring.

This will mean more asphalt roofing felt not only for the Kansas City area but in the Eastern, Southern, and Western territories since the St. Louis, Mo., and Fort Worth, Tex., plants will be able to distribute more materials to their local markets.

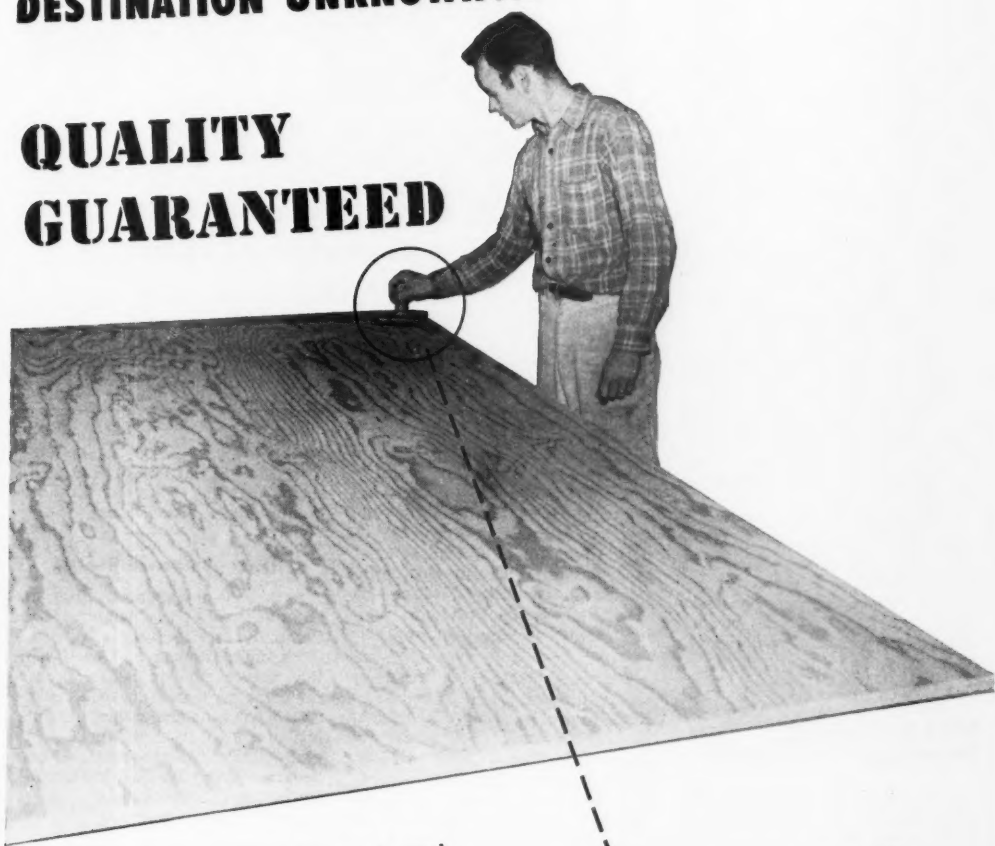
RUBEROID EXECUTIVE



E. J. O'Leary is the new general sales manager of the Ruberoid Company, New York, N. Y. He has been with Ruberoid for 20 years. Before his recent appointment, he acted as assistant to the executive vice-president. During his service in the territories of Dallas, Tex., Mobile, Ala., and Baltimore, Md., O'Leary befriended building supply dealers throughout the South.

DESTINATION UNKNOWN...

**QUALITY
GUARANTEED**



Hundreds of trainloads of APMI plywood leave Associated mills in the course of a year. This miracle wood is used on various construction projects in the United States and throughout the world; but just exactly where, and under what conditions, we cannot be sure. What we do know, however, is that each panel is identified by a grademark and by the APMI trademark. This is, in effect, a double guarantee of quality and serves to identify APMI plywood whenever and wherever used.



ASSOCIATED PLYWOOD MILLS, INC.

GENERAL OFFICES: Eugene, Oregon

APMI MILLS:
Eugene and Willamina, Oregon

APMI SALES WAREHOUSES:
Eugene and Willamina, Oregon;
San Francisco; Dallas; St. Louis

APMI SALES OFFICES:
Johnston Bldg., Charlotte, N. C.
31 State St., Boston, Massachusetts

Survey Reveals Tree-Farm Success

"The American Tree Farm System has the goods on its shelves to back up its advertising," according to W. F. Ramsdell, Pack Foundation professor from the University of Michigan.

On leave from the university to survey America's Tree Farm acreage in order to determine the effectiveness of the movement, Professor Ramsdell gave a preliminary report of his work at the first national meeting of Tree Farm sponsors' representatives in Washington, D. C., on December 13. State foresters, forestry association executives, trade association foresters, and other officials from most of the 29 Tree Farm states took part in the meeting.

"Millions of Tree Farm acres are already getting more intensive forest management than is available to most of the publicly-owned lands, and recognition of these accomplishments is gradually reaching the public," the professor reported.

He found "amazingly few, and much less than expected, really bad spots" among the nation's 22,800,000 Tree Farm acres. He said that in every case but one there were local contributing circumstances and programs of correction under way.

SRI Schedules Housing Conference

A mid-winter housing conference—designed to focus industry attention on the problems particular to merchant homebuilding operations—has been announced by Southwest Research Institute's Division of Housing and Construction Technology. The meeting will be held February 13-14 in the Statler Hotel in Washington, D. C.

"It has been several years since an inter-industry conference has been held on the subject of housing objectives," C. W. Smith, director of Southwest Research Institute's housing division, said in announcing the conference. "We are asking top men in all the various fields of housing to analyze what the industry has done in 1950 and forecast the objectives for 1951."

Many men prominent in architecture, building, home finance, real estate, and materials distribution have indicated a desire to at-



NEW WAY TO BURN OUT A STORE?

Paint overflowing from cans on shelves turned the paint department into colorful ruins during a recent fire in the Seminole Lumber Company, Seminole, Okla. Manager J. D. House, Jr., and Owner J. L. Fife, survey the damage. Most of the merchandise was destroyed and the front show-windows were broken by the extreme heat. The cause of the fire was not determined, but it was thought that some cans might have exploded.

tend along with government housing officials.

A few of the subjects planned for panel discussion are: (1) "Has the American Style Arrived?" (2) "Are Government Appraisal, Loan Insurance, and Credit Regulation Policies Realistic?" (3) "Materials and Distribution Problems," and (4) "Trends in Construction Technology."

All those with a legitimate interest in housing are invited to attend. Inquiries should be directed to C. W. Smith, Southwest Research Institute, 8500 Culebra Road, San Antonio 6, Tex.

At the recent annual meeting of the SRI's trustees, announcement was made of the institute's collaboration with the Monterrey Institute of Technology in creating a non-profit industrial research institute in Mexico. In connection with this program, which began functioning January 1, four Mexican trustees were elected for the scientific organization. SRI already was connected with research activities in Brazil, France, Cuba, and Italy.

Kendall Named Advisor

Harry T. Kendall has been named a special consultant to the Munitions Board, the Defense Department policy group that coordinates the procurement, production, and distribution plans of the armed forces.

Kendall is chairman of the board

of the Weyerhaeuser Sales Company in St. Paul, Minn., and a director of the National Lumber Manufacturers Association.

More Atlantic Steel

A three-year expansion program is under way at the Atlantic Steel Company in Atlanta, Ga.

President Robert S. Lynch said that the expansion will increase the company's steel-making capacity 50 per cent and double its output of rolled steel products. It is planned to aid the national defense program and increased industrialization of the South.

National Gypsum Starts New \$4 Million Plant

The National Gypsum Company, Buffalo, N. Y., has announced that a new plant for making paper to use in wallboard will be located near Pryor, Okla.

Costing about \$4,000,000, the paper plant will be run by power from the Grand River Dam plant. About 200 persons will be employed when the paper mill is completed, and its output will substantially increase the supply of National's gypsum products.

The National Gypsum Company's paper plant will be constructed on 40 acres of land leased from the U. S. government through the General Services Administration, which made the first public announcement of the new project.



LICHTY—OF "GRIN AND BEAR IT"

*"Comrade Agent send valuable
U. S. Industrial Secret . . . in America,
EVERYTHING HINGES ON IT!"*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



© 1950



MATERIALS DO DOUBLE DUTY AT TEXAS FAIR

In its handsome exhibit of building supplies at the recent annual fair in Marshall, Tex., the Harrison County Lumber Company made some materials do double duty. The colorful wallpaper display served as a background for the whole booth. Tempered tileboard was painted red to create the dummy fireplace under a handsome mantel. Tempered hardboard closed in the booth front. The exhibit included stock mill work, bathroom fixtures, electric appliances, paints, and various material samples. Photo courtesy of the Masonite Corporation.

Long-Bell Produces Wood Cabinets for "Posture Perfect" Modern Kitchen

A "POSTURE-PERFECT" modular kitchen is the latest manufacturing venture of the Long-Bell Lumber Company in Longview, Wash.

Built on a three-inch module, the various kitchen cabinets have already enjoyed popular accept-

ance in areas where distribution has been made.

They feature such conveniences as two sliding shelves in the base units, adjustable and removable shelves in wall units, hidden bread board, utility rack, an expandable breakfast bar, and a 12-inch unit that holds three vegetable racks. Many metal accessories can be adapted to these units to make them even more useful.

Made of clear Douglas fir panels, these cabinets have shelves of plywood electronically welded to sturdy fir frames. They can be decorated with natural finishes or painted to suit the owner's color scheme. They are shipped with surfaces already sanded, ready to be finished.

A molding of the same pattern as the drawer fronts is available for fill-in spaces to give artistic continuity to the kitchen.

The Long-Bell line includes open units for the ends of the base units or breakfast bar and units to fit at the ends of the wall cabinets to carry potted plants and what-nots that add to the kitchen's personality.

Curved drawer fronts in the base units provide sufficient space to prevent bumping of knees on drawer and door pulls. Toe space is provided for added convenience. Each unit is sealed to maintain

Kitchen Specialists Awarded Diplomas

Diplomas were awarded to 30 distributor representatives and members of American Kitchens sales staff from 15 states at the conclusion of a recent three-day training school at the American Kitchens Institute in Connerville, Ind.

The diplomas describe graduates as "American Kitchens Specialists."

Southern and Southwestern graduates included: Edmond G. Fueille, E. H. Krohn and Co., El Paso, Tex.; Ralph Felty and Robert McCrady, Van Zandt Supply Co., Huntington, W. Va.; A. B. Hays, L. E. Minns and Co., Houston, Tex.; Kenneth Russell and Henry Hunter, J. L. Perry Co., Inc., Nashville, Tenn.

George Williamson, Waltner Brothers, Montgomery, Ala.; Bill Buchanan, Lee Holland and Co., Fort Worth, Tex.; James Cartwright, Arthur Fulmer Radio Sales Corp., Memphis, Tenn.; R. M. Smith, R. P. McDavid Co., Birmingham, Ala.; Stanley Surgi and Ed La Garde, Waltner Brothers, New Orleans, La.

Fred Borton, Borton Manufacturing Co., Miami, Fla.; J. Fred Hill, Southwest Radio and Equipment, Oklahoma City, Okla.; Joe Bailey, Southwestern Co., Inc., Dallas, Tex.; W. D. Coffin, Jenkins Wholesale Division, Kansas City, Mo.; Arthur Diltz, Nunn Electric Supply Corp., Amarillo, Tex., and Troy Bowers, Nunn Electric Supply Corp., Lubbock, Tex.

cleanliness and make it practically vermin-proof.

Base unit widths range from 12 to 30 inches, in three-inch intervals. Sink fronts are made in 36- and 42-inch widths and are expandable to accommodate garbage-disposal units.

Wall cabinets are 30 to 42 inches high and range from 12 to 30 inches in width. Two 36-inch-wide cabinets, either 15 or 24 inches high, are made to go over the refrigerator. All wall units are 13 inches deep and contain two adjustable shelves.

These kitchen units are distributed either assembled or knocked down. They can be shipped in mixed cars of lumber.

Long-Bell also provides dealers with a variety of advertising aids.

Lead in Tree Planting

Five South Carolina counties each planted more than 1,000,000 pine seedlings during both the 1948-49 and the 1949-50 seasons.

According to Charles H. Flory, S. C. state forester, Kershaw county led the state—and probably the nation—by planting 3,677,000 seedlings during the 1948-49 season and 3,310,000 during the 1949-50 season.

Lead Houston Builders

The Houston (Tex.) Association of Home Builders elected a new slate of officers last month.

James R. West succeeded P. S. Luttrell as president. New vice-president is Marvin Henry; secretary, N. H. Mitchell; treasurer, C. N. Peck, J. C. Watts was re-elected executive secretary.



Featuring This Idea Will Make Your Sales "Picture-Pretty," Too!

In FEBRUARY, millions of home owners will see this plywood advertisement—in American Home and Better Homes & Gardens.

It's a promotion that can work for you!

Send for the sales helps listed at the right. Feature plywood for attic remodeling. Sell versatile plywood for wall and ceiling paneling . . . for cabinets and built-ins . . . for sheathing and underlay floors.

Remember these "miracle wood" advantages; stress them when selling plywood to your customers.

Plywood is adaptable to a wide variety of paneling treatments . . . almost any finish. It provides the warmth and charm of real wood.

Plywood is easy to work with ordinary carpentry tools. It requires no special skills or special equipment.

Plywood is kick-proof, puncture-proof, split-proof. Plywood walls won't crack or chip. They last.



LARGE, LIGHT STRONG PANELS OF REAL WOOD

Douglas Fir Plywood

AMERICA'S BUSIEST BUILDING MATERIAL

Send For These Sales Helps!



Full-Color 12-Page Booklet

A new full-color booklet—12 pages of ideas for dressing up an attic with Douglas fir plywood. Designed to help you sell! Single copies free; quantities at \$60 per thousand. Imprinted, add \$9 for first thousand, \$3.50 each additional thousand.

Newspaper Advertising Mats



Offered to help you get the most from the attic promotion. Run these in your local newspaper, to tie-in with the national magazine advertising. Two 2-column mats, two 1-column mats, 10c each.

DOUGLAS FIR PLYWOOD ASSOCIATION
Tacoma 2, Washington (Good in USA Only)
Gentlemen: Please send me my free copy of "Make Your Attic Picture-Pretty With Douglas Fir Plywood."

Name.....

Address.....

City.....Zone.....State.....

☐ Attached, on my letterhead, is an order for attic books in quantity and/or for newspaper advertising mats, in conformance with terms listed above.

LUMBER OUTLOOK

CHALK UP 1950 as the record year for new construction work in the United States. Reports of the U. S. Departments of Labor and Commerce show that outlays for new construction last year reached almost \$27.7 billion.

The number of new housing units started—estimated at 1,300,000—far surpassed any previous year's total.

Employment in contract construction—over 2,600,000 workers—reached an all-time peak.

The output of many building materials—particularly hardwood flooring, gypsum, asbestos, and plywood items—set new records.

Total private outlays for new construction in 1950 amounted to \$20.5 billion—up 27 per cent from 1949. Public construction expenditures were 11 per cent greater than in '49, amounting to more than \$7 billion.

Indications are that the physical volume of construction work last year was about 10 per cent greater than the previous record set in 1927—and 15 per cent more than the wartime peak of 1942.

PRESIDENT Clyde Fulton, top dealer official of the National Retail Lumber Dealers Association, observed that "the quantity of materials handled in retail building supply yards during the year reached an all-time high, owing to the unprecedented volume of homebuilding and repair and modernization work.

"The trend toward increased efficiency and lower handling costs in the distribution of materials continued steadily during 1950 with greater use of mechanized and time-saving equipment, with continued training of the 100,000 or more new men employed in retail yards since World War II, and with development of better methods of inventory control."

SECRETARY of Commerce Charles Sawyer reported that the gross national product approximated \$280 billion in 1950, or 9 per cent more than in 1949. He said that higher prices accounted for about one-fifth of the rise in dollar value, and that the physical volume of output was substantially higher

than any year other than the two peak war years.

Personal income in 1950 was estimated at \$222 billion as compared with \$206 billion in 1949. Higher corporate sales and profits permitted nearly 15 per cent more dividends than in the previous year.

RESIDENTIAL construction and materials prices both turned downward in November in contra-seasonal degree. For the first month since June, 1949, the number of new non-farm housing starts were less than in the comparable month of the preceding year. The housing starts in November were estimated at 85,000—a decline of 10,500 from November '49, and a drop of 18,000 from October '50.

ALTHOUGH substantially higher than in November '49, the wholesale price index for building materials in November was lower than in October and September. The November index of 217.2 compared with 218.9 in October; 189.6 in November '49; 129.9 in June 1946.

The November drop was brought about by further reduction of lumber prices. The lumber index was 358.4 in October and 345.9 in November. Meanwhile, prices of brick and tile, cement, paint materials, plumbing and heating, and other building materials inched up.

And price rises for materials haven't stopped! Major producers this month hiked the price of cement 10 cents a barrel in bulk and 13 cents in bags—the second comparable rise in three months.

Prices of metal lath and accessories, perlite aggregate, and other factory-produced items have been increased recently to help meet rises in costs of labor, raw materials and transportation.

AS DECEMBER wended into the holiday and "rough weather" season, lumber manufacturing and marketing was at low ebb. The Southern Pine Association's trade barometer for the week ended December 30 showed actual production at 33.37 per cent below the three-year average. Shipments were 8.44 per cent less than the

week's production, while orders were 2.86 per cent greater than output.

THE NEED for conservation of forest resources through private enterprise rather than government control and management is the underlying theme of a newly-approved forest policy statement issued for the lumber industry by the National Lumber Manufacturers Association.

NLMA President Corydon Wagner emphasized that "this statement stands as an inviolate promise to the American people that the conservation of all our forest resources through wise use, protection, and regrowth, is the goal toward which we in the lumber industry are striving with all the means at our disposal."

TO HELP DEALERS bid for more remodeling and repair business, the Federal Housing Administration has made available a new booklet. Entitled "Dealer Guide for FHA Title I Loans," copies may be obtained direct from FHA field offices or from dealer associations.

The November report on regional delinquency experiences, issued by the Consumer Credit Department of the American Bankers Association, shows that total delinquency on FHA Title I loans in the South Atlantic states is lowest of all regions, with the West South Central states reflecting the second best record.

WHAT IS THE OUTLOOK for this 1951? Well, a survey made by the National Production Authority of estimates by representatives of the construction and building materials industries indicates that one-fourth less private construction work can be expected in 1951.

The biggest drop is anticipated in private homebuilding. The dollar estimate for new dwelling starts is based on a total of 600,000 units being started in 1951, compared with about 1,300,000 in 1950.

L. M. Cassidy, sales vice-president of the Johns-Manville Corporation, believes that "the construction industry is still headed for a big year in 1951"—even in the face of accelerated military mobilization.

"Factory expansion of the type associated with defense will boom. Housing in growing war-production centers can not be stopped and may even have to be accelerated. Road construction, far behind as a result of the last war, can not be throttled down much. School and hospital construction will continue at a high level."

OUT POP THESE WIZARDS FROM NATIONAL MAGAZINES



Every foot of fir plywood sold—(over 40 million feet per week!)—means business for FIRZITE. And there are similar fine sales possibilities for Satinlac and Weldwood Glue. Don't lose customers—carry all 3 in stock!

**ALL KINDS
OF DEALER HELPS**
to identify YOUR store
with these
WIZARDS with WOOD

Display panels . . . litho displays . . . metal signs . . . newspaper ad mats . . . folders, we go all out to help you—the dealer—tie in to our national ad program. Mail coupon for full information.

—to create new customers for you

Want us to send YOU inquiries we receive from folks in your neighborhood?

Here's the story: Every month we advertise our "Wizards with Wood"—Firzite, Satinlac and Weldwood Glue—in over 20 magazines like those illustrated. These magazines are read by over 10 million people. Many write us for dealer's name . . . and more information.

Here's where you come in. We refer these local inquiries to dealers like yourself—providing you're registered with us. All you have to do is mail the coupon below.

FIRZITE Takes that wild grain in fir. As an under seal it tightly seals the pores . . . virtually prevents grain rise and checking . . . readies the surface smooth for paint, stain or enamel. For blond, pickled, wiped or tinted effects on all woods, recommend **WHITE FIRZITE**. (In pints, quarts, gallons)

SATINLAC The modern trend is for natural wood finishes. **SATINLAC** brings out and preserves natural grain and beauty of any plywood or solid wood. Avoids that "built-up" look—will not turn yellow or darken with age. "Water-white", easy to brush or spray; dries ready for next coat in 3 or 4 hours. (In pints, quarts, gallons)

WELDWOOD GLUE To make things or fix things, recommend **Weldwood Glue**—America's largest selling glue, for all wood-to-wood bonds. Mixes easily with water. Stain-free, rot proof, highly water-resistant! 15¢, 35¢, 65¢, 95¢ and larger sizes.

UNITED STATES PLYWOOD CORPORATION

Dept. 177, 35 West 44th Street, New York 18, N. Y.

We carry in stock:

☐ Weldwood Glue ☐ Firzite ☐ Satinlac

Glad to have you refer your ad inquiries to us.

☐ We are interested in Firzite, Satinlac and Weldwood Glue. Please send full information free.

Name _____

Address _____

500 Attend Window Jobber Meet in New Orleans

WOOD WINDOW PROMOTION AIDS AND SEAL OF APPROVAL INTRODUCED

ATTENDANCE at the 11th annual winter meeting of the Southern Sash and Door Jobbers Association at the Roosevelt Hotel in New Orleans, La., December 6-8, broke all records with approximately 500 jobbers, manufacturers, and their wives taking part.

The millwork jobbers were brought up to date on the inauguration of the American Wood Window Institute's new Seal of Approval, the AWWI cooperative advertising program, the promotional materials of the Joint Wood Window Promotion Program, the latest inventory-control system, the mechanical handling of building materials, and the supply and market outlooks.

Erle Racey, of Dallas, Tex., advertising counselor for the American Wood Window Institute, traced the progress of the quality wood-window promotion program. He explained the use of newspaper advertising campaigns in local markets by jobbers and dealers, and told of plans to promote the AWWI Seal of Approval.

"Since August, 1949," Racey reported, "21 newspaper advertisements have been run to a circulation of 17,731,871. From these two-color ads, 286,000 reprints have been distributed to architects, contractors, speculative builders, FHA and VA officials, retail lumber dealers, and other factors in the building trade. Over 51,000 folders have been distributed to consumers."

Racey pointed out that "our field work has developed some further angles to our problems and we have now definitely analyzed what must be done before wood windows can reach their rightful position in the American market."

"Our program now enters its second phase in the solution of these problems. The institute's Specification Committee has developed Minimum Specifications for Quality Double-hung Wood Window Units, which are sufficiently broad to include the quality units on the market.

"Double-hung wood window units meeting these minimum quality specifications can now be

manufactured under the American Wood Window Institute licensing agreement, which permits their identification with the American Wood Window Institute Quality Seal of Approval.

"Thus, for the first time, quality double-hung wood window units from many manufacturers can be identified by a quality seal which means something to the consuming public. This licensee agreement is open to any fabricator of quality wood windows whose product meets the minimum specifications, whether or not the manufacturer is a member of the institute.

"The quality seal is about 4 inches long and 3/4-inch wide, and is placed on the underside of the head-jamb in the inside sash run. The raised, embossed lettering can be read after it is painted. Each licensee fabricator has his individual number, which appears only on the quality seals used to identify his product.

"Advertising will be run market by market, explaining to the consuming public what the Quality Seal means, thus pre-selling

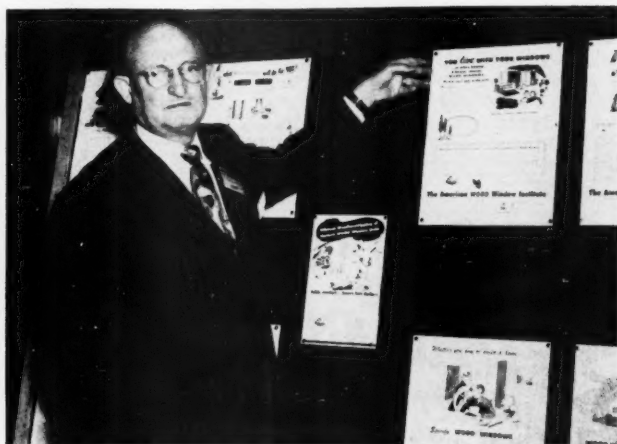
the units bearing the seal. The field work will take the advantages of the quality seal windows to all factors in the building trade, thus giving them a standard for quality double-hung wood windows—with a wide variety of individually trademarked units all bearing the quality seal.

"Fabricators of quality wood window units who desire to use these seals must have their unit approved by one of the testing laboratories approved by the institute."

O. Harry Schrader, Jr., managing director of the Douglas Fir Plywood Association, assured the manufacturers and jobbers of full output of plywood during 1951, but said that federal defense requirements would consume an increasingly large share as the war machine is geared up.

H. R. Northup, executive vice-president of the National Retail Lumber Dealers Association, flew in late from Washington to report that the housing market for the first half of '51 would easily reach the 800,000-a-year goal set by federal officials. He said that the confusion in Washington has again become about as great as it was at the beginning of World War II—"only it's better organized."

E. W. Ruddick, of Chicago, sec-



Erle Racey, advertising counsel for the American Wood Window Institute, summarized a year's progress at the New Orleans meeting for the "non-profit organization conveying information to the public concerning the benefits offered by the modern, preservative-treated wood window." He is shown above explaining the headlines of two-color newspaper advertisements being run in several Southern building markets.



When The Customer Says:

Cracked Ceiling!

**Your Best
Answer Is:**

**UPSON
KUVER-KRAK
PANELS**



In every town and city, there are hundreds and thousands of ugly cracked ceilings. And home owners don't know what to do about them.

Experienced top flight lumber dealers everywhere say the best answer is Upson Kuver-Krak Panels. Here is why:

Kuver-Krak Panels are time-tested—proved on ceilings everywhere!

Kuver-Krak Panels produce beautifully modern

home-style ceilings!

Kuver-Krak Panels are long-lasting—trouble-free!

Kuver-Krak Panels are built for use with Upson Floating Fasteners which eliminate visible face nailing!

Kuver-Krak Panels can be effectively decorated! *Kuver-Krak Panels* are widely advertised in leading consumer magazines!

UPSON

**KUVER-KRAK
PANELS**

*Easily identified by
the famous BLUE
center.*

Make satisfied customers! Build business! Assure good profits by recommending and selling Upson Kuver-Krak Panels. For Instruction Sheets or more information—mail the coupon.



THE UPSON COMPANY

461 Upson Point, Lockport, New York

- ☐ Send me Instruction Sheets for applying Kuver-Krak Panels.
☐ Have your Representative call to give me more information on the cracked ceiling market.

NAME _____
NAME OF FIRM _____
STREET ADDRESS _____
CITY _____ STATE _____

retary of the Joint Wood Window Promotion Program, summarized the variety of merchandising and advertising aids available to dealers to promote wood windows "without reference to species." He introduced a Minnesota film official, who presented the "world premiere" of the 13 color movie trailers and 13 television films that dealers may easily book to advertise their wares and their firms as "building headquarters."

Ruddick was introduced by John Kilpatrick, Jr., of Oklahoma City, vice-president of the Southern Sash and Door Jobbers Association, who also introduced Donald Moore, editor of SOUTHERN BUILDING SUPPLIES. Moore introduced a program of movies and a demonstration on mechanized material handling.

The film presentations included "Yours to Command," a sound-slide film in color on the use of conveyors, supplied by the National Conveyor Manufacturers Association; "One Man Gang," sound movie on the use of fork-lift trucks, courtesy of the Towmotor Corporation, Cleveland, O.; and "Material Handling Newsreel No. 4," which showed the use of heavy lift trucks to simplify the storage and handling of building materials in a modern building supply yard. The latter film was furnished by the Industrial Truck Division of the Clark Equipment Company, Battle Creek, Mich.

Dick Lemaster, sales representative of the Acme Steel Company, demonstrated the use of modern hand-tools for strapping doors and sash in compact, easy-to-handle-safely packages. He and Moore ex-

(See **Jobber Meet** page 76)

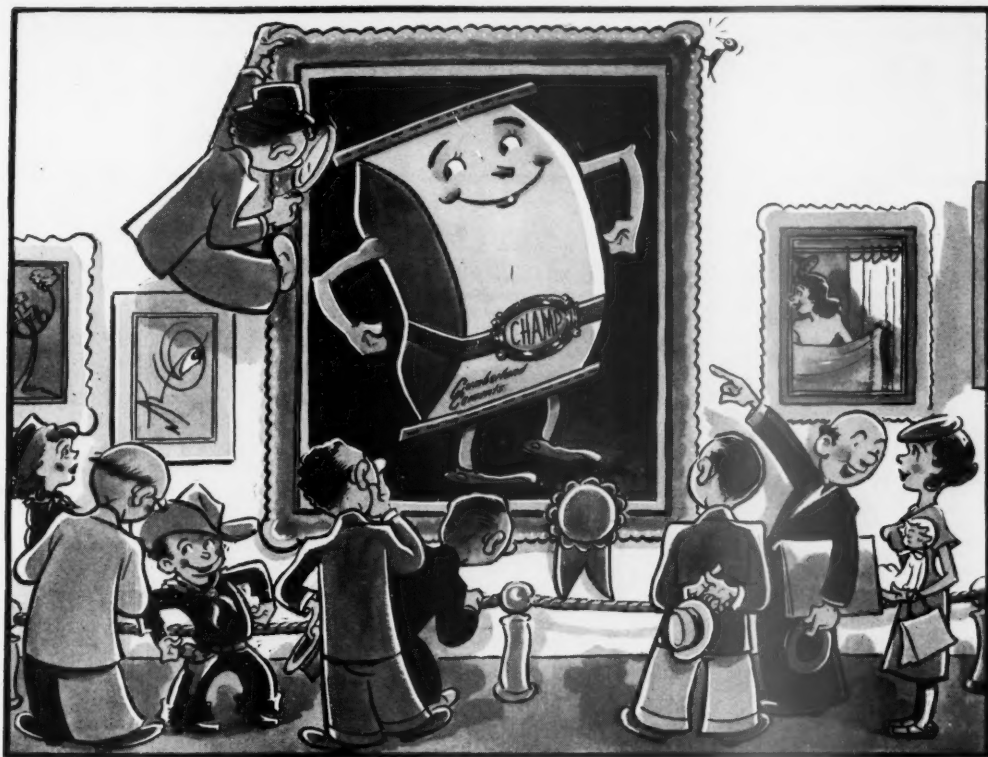


Officials of the Southern Sash and Door Jobbers Association proudly stand, above, by an enlarged drawing of the new association seal. They are Mike C. Davidson, left, of Houston, president, and Clark E. McDonald, right, of Memphis, Tenn., secretary-treasurer. Participants in the presentation of material handling methods are shown below. Left to right, they are J. G. Coate, New Orleans lift-truck distributor; Dick Lemaster, local sales representative of the Acme Steel Company, and Donald L. Moore, Editor of SOUTHERN BUILDING SUPPLIES.



The best entertainment talent in New Orleans is always booked for the annual winter meeting of the Southern Sash and Door Jobbers Association, so it is no wonder that this conference is well attended! Two of the

floor-show acts were candidly snapped by S'B'S. At left, a Cuban couple captivate the huge audience with their impelling dance and drum rhythms. At right, an acrobat does amazing feats of muscular dexterity.



It's in the bag...

Riding with every sack of cement that leaves a Cumberland loading dock is a reputation that took more than 50 years to build . . . a reputation for quality and service that's unsurpassed in the industry.

Cumberland Cements today are as good as modern laboratory science—and the finest equipment obtainable—can make them. Tomorrow they'll be even

better, because we'll never stop searching for ways to improve our products.

For cements that *exceed* specifications . . . cements that are delivered *on time* in *clean* paper sacks . . . and for a *complete* service that includes expert technical assistance on any cement problem you encounter . . . *get Cumberland Cement.*

Cumberland
PORTLAND CEMENT COMPANY
Chattanooga Bank Building • • Chattanooga 2, Tenn.



Portland — High Early Strength — Air Entraining — Masonry

PRODUCT PARADE

238—Floor Bridging



Glover Manufacturing and Sales, 2491 Manchester Road, Akron, Ohio, has introduced a new floor bridging that requires no nailing and is quickly installed.

Two sharp points on each end bite into the floor joist as the two pieces snap-lock together when pulled down. Flooring can be laid first and bridged underneath later. Installed price, including labor, is about 30 cents a pair.

Made of 20-gauge, rust-proof steel, the bridging can be removed and reinstalled if alterations are desired.



239—Workman's Heater

The Portable Heater Company, 814 Engineers Building, Cleveland, Ohio, announces a portable heater to keep workmen warm on construction jobs.

Designed by a contractor who frequently caught cold while working during winter, the portable heater is said to raise the temperature of a cold room from 30 to 80 degrees within 20 minutes.

Weighing only 55 pounds, the heat-

er uses a concentrated fuel, hot-test bottled gas, and needs no manual pumping. The gas burns without odor, fumes, grease, or smoke.

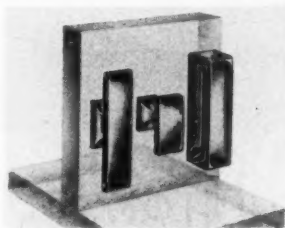
Sold on a money-back guarantee basis, the heater can be tried out for 30 days on the job.



240—Drawer Handles

The Laboratory Equipment Corporation, St. Joseph, Mich., has introduced a series of quality die-cast Leco handles for cabinets, cupboards, and drawers. They possess an anti-twist device making one-screw mounting possible.

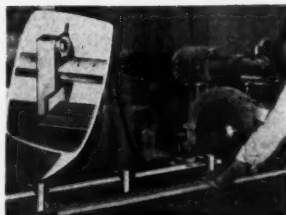
The handles with bright chrome finish look well on kitchen cupboards, linen closets, medicine chests, and similar items. The gold-type finished handles are suitable for such



furniture as mahogany or oak buffets, desks, television cabinets.

A transparent Lucite counter display is sent free with orders of the Leco handles.

241—Saw Stop Gauge



The Consolidated Machinery and Supply Co., Ltd., 2031 Santa Fe Avenue, Los Angeles 21, Calif., announces the Comet adjustable stop gauge to put power cut-off sawing on a mass-production basis.

Several predetermined lengths can be set at one time and accurate cut-offs made as rapidly as the saw can be pulled through the work. The cold-rolled steel bar on which stops are placed is marked off in 1/8 inches.

The steel stop blocks have stop triggers forced against the block by the work to prevent misalignment and inaccuracy.



242—Water-Repellent

According to the Wurdack Chemical Company, St. Louis, Mo., Crystal, the original silicone masonry water-repellent, keeps out moisture yet permits the walls to still "breathe."

It coats microscopic pores, stop-

For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

238..... 239..... 240..... 241.....
 242..... 243..... 244..... 245.....
 246..... 247..... 248..... B-411.....
 B-412..... B-413..... B-414..... B-415.....
 B-416..... B-417..... B-418..... B-419.....
 B-420..... B-421..... B-422..... B-423.....
 B-424.....

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MAKE **3** PROFITS INSTEAD OF **ONE!**

1 ZONOLITE* VERMICULITE "LOOSE FILL"

Simply poured into place, it permanently insulates ceilings and side walls. So fireproof it snuffs out flame!

2 ZONOLITE* VERMICULITE PLASTER AGGREGATE

Mixed with gypsum—makes a plaster that's only $\frac{1}{3}$ the weight of sand plaster—won't chip when nails are driven into it—is up to 4 times as fire-retardant as sand plaster.

3 ZONOLITE* VERMICULITE CONCRETE AGGREGATE

Mixed with portland cement—makes insulating concrete of countless uses. Ideal for on-the-ground floors that stay warm and dry—as permanent as the earth itself.

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City.....State.....

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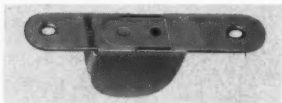


ping capillary action. Since water will neither mix with nor wet silicones, water on the Crystal-treated surface stands in nearly spherical drops and does not flow out. It thus makes masonry walls virtually self-cleaning.

A single application is said to suffice. Surfaces treated with Crystal retain full water-repellent characteristics after 10 years.

243—Sash Balance

The Pullman Manufacturing Company, Rochester, N. Y., announces the Pigmy balance, said to be the smallest spring sash balance made. Mounted in the window sash itself,



the Pigmy requires only 1 1/4 inches depth and 3/4 inch width.

The Pigmy's negative spring is a tight coil of flat material that is progressively unwound throughout the range of action. The coiling torque opposes the uncoiling pull, creating a constant spring force that guarantees perfect counterbalancing of the window.

PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 54

B-411. The Clarke light-weight sander, Model OS, is designed for cabinet makers, home craftsmen, painters, plasterers, and others who do light sanding jobs. Easily operated in horizontal, vertical, and overhead positions, it has a sanding surface of 4 1/2-by-8 inches. It weighs 8 1/2 pounds and operates on 115-volt AC current.

B-412. MultaColor enamel permits the use of two or more colors on a wall with just one coat. In bulk, MultaColor appears as a homogeneous mass of distinct specks of color, each about twice the size of a pinhead. When applied, it gives a broken-effect finish of two or more colors. Available in flat, semi-gloss, and gloss finishes, MultaColor can be applied by dipping, spraying, or brushing.

B-413. A lighter duty model of the Sargent Integralock lockset, designed especially for residential entrances, is now available. It is a mortise lockset with sealed, tamper-proof case, offering the security of a deadbolt and a protecting shearpin in the knob, according to the manufacturer.

B-414. General Scientific Equipment's new Model GS 444 pull-type pump drops into drum opening and fits snug around tube to prevent foreign matter from entering the drum. It fits 1 1/2- and 2-inch openings on 15- and 55-gallon drums.

B-415. The Flexo fluorescent lamp has spring-controlled swivelling devices for smooth, silent, precision adjustment to any position. Consisting of a shade, arm extension, and base, the Flexo moves into any desired place with a slight touch of the hand.

B-416. The Morrison Roly-Door, a four-sectional steel, overhead garage door, is now made in a new 9-by-7-foot size. Both the wider model and the standard 8-by-7-foot door are adaptable to a 6-foot-6-inch opening.

B-417. The Longboy steel-tape rule is 50 feet long and rewinds automatically when the center-plate button is pressed. A 100-foot model will be available shortly.

B-418. Silaseal is a transparent liquid silicone water-repellent that



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Aluminum Mouldings

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protects unglazed exterior masonry and stone building materials by stopping capillary action. It does not block pores to interfere with normal masonry breathing. It does prevent ice from forming in pores or cracks, eliminating wear from freeze-thaw cycles.

B-419. The Heston and Anderson six-inch jointer is designed to speed precision jointing operations. Hand-wheels control setting of each table. The tables, that extend to 60 inches, are rolled up or down to the desired setting instantly. The 37-by-4-inch guide helps the operator hold close limits. The rabbeting capacity is 5/8 inch.

B-420. Bendix decorative moldings are available in a wide variety of patterns and woods for enhancing furniture and cabinets. Wood ornaments, some imported, are used for decorating children's and adult furniture and rooms.

B-421. The Light Warden automatic emergency exit light operates like ordinary exit lights under normal conditions. If electricity fails, the Light Warden unit instantly operates from batteries. A powerful downbeam of light illuminates the floor area.

B-422. The Detector optical door viewer is used in front-door "peep holes" to enable the person on the inside of the door not only to see outside without being seen but to have a comprehensive, three-dimensional view of the area around the door. Drilling a hole in the door is the major part of installation. Available are the stationary model and a revolving model that moves to change the view.

B-423. For use in a low-priced central heating system, the Delta self-contained automatic oil-fired wall furnace has an output of 52,000 BTUs an hour. Built-in cold- and warm-air registers on both sides of the furnace assure heat distribution. It can be installed directly on a wood or concrete slab floor, and no clearance is required between wall joists and the furnace.

B-424. The Stow Sani-Auger quickly clears toilet stoppages. When the auger is in place, the handle is pushed down to extend through the pipe to the stoppage. Turning the crank disengages the stoppage with the spiral tip. When the crank arm is pulled out, the flexible shaft is retracted into the tube.



244—'51 G E Appliances

The 1951 line of General Electric household appliances includes three new refrigerators with extra-large freezing compartments across the top. A full-width chiller tray provides fast cooling of soft drinks and storage of meats. It holds extra ice cubes for entertaining.

The new "toe-touch" automatic ironer is controlled by toe pressure, leaving hands free for adjusting the garment. It has 300 square inches of

WURDACK—did it before

WURDACK—does it again



LOOK ALIKES



They may look alike, but the ring on the left cost \$2600 on Fifth Avenue. The ring on the right came off the 49c counter of the dime store. Which one would you wear?

Other water repellents may look like **CRYSTAL** at first glance but it's on the job, year after year that **CRYSTAL** proves its worth.

CRYSTAL was the first masonry water repellent. Improved **CRYSTAL** is still unequalled as a water repellent.

Wurdack pioneered the use of silicones as a masonry water repellent back in 1946. Since then the Wurdack laboratories have been working constantly to better its product. Now Wurdack announces a new and improved **CRYSTAL** that does a better job of keeping masonry dry than any other type product hitherto available.

CRYSTAL offers builders and homeowners real protection against moisture at low cost. **CRYSTAL** lasts longer and costs less to apply than any other type water repellent. It permits the use of relatively inexpensive masonry materials without fear of moisture damage. And to contractors it opens the door to new, profitable sources of business.

there is no water repellent to equal
CRYSTAL (PAT. APPL'D FOR) none—none in all the world.

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Please send me information about **CRYSTAL**.

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WURDACK

CHEMICAL COMPANY

4980 Fyler Ave.

St. Louis 9, Mo.

ironing space and a built-in clothes rack for finished work.

A new lower-priced model is included in the automatic washer line. It features top loading, wash cycle and two rinses, and agitator action.

The range line is headed by a double-oven model with push-button controls and built-in electrically-heated salt conditioner. Included in the line are two deluxe push-button ranges, a medium-priced push-button model, two standard and two apartment-size models.

The dishwasher has a front opening and top opening. Fully automatic, it is said to wash a full load of dishes and cutlery in 30 minutes. It fits under any standard kitchen counter and slides in and out from under the counter on rollers.

245—"Sure Grip" Holder



The Stanley Works, New Britain, Conn., has redesigned the Stanley No. 205 "sure-grip" holder for holding hats, papers, towels, wall charts, memos, and numerous other items in home and office.

A smooth work-

ing clip with rubber roller, the No. 205 is applied with screws. The rubber roller will not mark or crease. There are no sharp edges to tear papers or clothing.

Illustrations on the holder card suggest its many uses to customers. A bright yellow and blue display card is available.

246—Plastic Surfacing

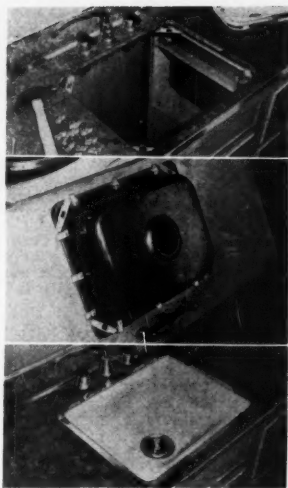
The General Electric Company, Pittsfield, Mass., announces the 1951 line of Textolite plastic surfacing material in new colors.

Textolite recently won the Fashion Academy Gold Medal for 1951 for its beauty in design and color. Colors for the '51 line were chosen by three methods—(1) analysis of sales records of colors of home-furnishings, (2) showing consumers a variety of colors to select the ones they liked best, and (3) checking results of sales of a product made in various colors.

Textolite colors have been made available to upholstery manufacturers for matching dinette sets with kitchen counter tops and chairs.

247—Sink Frames

The R. D. Werner Company, Inc., 295 Fifth Avenue, New York 16, N. Y., announces a new Ardee sink frame that is quickly installed to make a positively watertight joint.



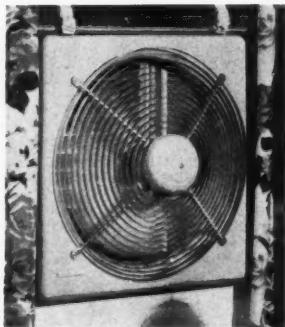
Made of highly polished aluminum, this durable frame is rustproof.

The sink-well is cut 3/16 inch larger than the outside top rim of the sink bowl. The covering material of adjoining cabinet or drainboard runs to the edge. The bowl is placed on temporary cover clips before the Ardee frame is dropped into position.

The leg of the frame protrudes through the sink-well opening.

Twelve lugs, hooked over the groove of the frame, hold the frame and sink tightly as screws are tightened.

248—Ventilating Fans



The Murray Company of Texas, Howell Mill Road, Atlanta, Ga., announces two new window fans and two attic fans designed from results of an extensive research program.

The 20-inch portable, home-installed window fan has a direct-drive motor, several HP ratings, two-speed control, and sound dampening. The 24-inch model's larger motor is belt-driven.

The attic fans come in vertical-mount and horizontal-mount models.

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We are in a position to ship Oak Flooring with Air Dried Yellow Pine Boards. Also K. D. finish molding and all pattern stock in pool cars.

Block Flooring—6 1/4" and 9"
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Phone 129

DEALERS in the NEWS

NORTH CAROLINA

GREENSBORO: The Greensboro Block Company has a charter authorizing it to deal in building materials.

WARRENTON: Bill Perry, manager of the Warrenton Building Supply store, is now president of the Chamber of Commerce here.

SEABOARD: A charter was issued to the Sanderlin-Waddell Lumber Company to deal in lumber and timber.

ASHEVILLE: The Vandewart Lumber Company has applied for a charter of incorporation. It sells timber, lumber, and wood products of all kinds.

OKLAHOMA

VICI: "Open house" was held recently at the Watts Lumber Company to show off the firm's new building.

ARNETT: Willie Lee Lewis, Jr., is new manager of the Long-Bell Lumber Company here. He succeeds C. L. Oakley, who is now in Hugo.

HUGO: C. L. Oakley replaced Melvin Moody, who was transferred to the Bristow yard of the Long-Bell Lumber Company.

ALVA: W. L. Ballard has been promoted from assistant to manager of the A. C. Houston Lumber Company.

EUFAULA: Ed Jennings is new manager of the Long-Bell yard here, having been transferred from Clovis. He succeeds Warren Pixley, who now manages the Perry yard.

HOLDENVILLE: Buford White has assumed the duties of manager of the Chesnut Lumber Company yard here. He replaces Jack Amrey, who is now with the selective service board.

STIGLER: Dean C. Meek now manages the Long-Bell yard here. He takes the place of Russell Hedge.

NEWKIRK: Earl Davis has retired after spending 50 years in the lumber business. His position as assistant manager of the Long-Bell Lumber Company here has been filled by Bob Bickle, formerly of Cushing. Davis has been named district court bailiff.

KANSAS

AUGUSTA: Wilbur LeRoy House, of the Deal Lumber Company, and his wife, Betty Jean, now have a son, Randall Eugene.

FREDONIA: W. O. Gibbons, well-

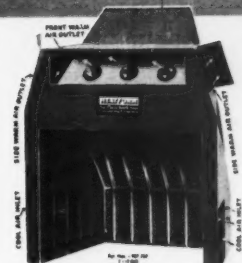
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- builders
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- architects

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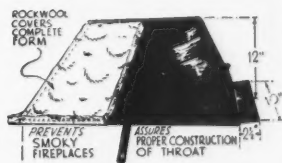
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HEATFORM Model "A"
Eight stock sizes 24" to 72"



HEATFORM Model "S"
View of Fire from Front & Side



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This 36-page book contains 50 beautiful interiors and fireplace designs. These photographs were selected from our National Photo Prize Contest. The book contains elevations, sections and plans for installation of three HEATFORM Models: A, C and S. It also shows proper location of fireplace for best heating results; how to heat adjacent rooms on first and second floor, and other valuable fireplace information you will want.

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- Model "A" is the standard HEATFORM used in homes throughout America for the past 30 years. Complete information on Model "A" and Superior Form Dampers is contained in:

1950-Sweet's Architectural File, Section 28g/7
1950-Sweet's Builder's File, Section 4-c/26
1951-Sweet's Architectural File, Section 28h/3u
1951-Sweet's Builder's File, Section 4-d/3u
1950-51-Western States A-E-C Catalog File

Model C and S are completely described in Book of HEATFORM Fireplace Designs.

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— the Architects' Friend — always building good fireplaces without your personal supervision. It saves in labor time — no forms to build, no bricks to cut, no throat to plaster. Cracking of masonry is eliminated by use of rock wool and detached lintel bar. It is constructed of heavy steel for lifetime service.

* T. M. Reg.

known lumber dealer here, spoke at the Methodist Men's Club meeting recently and showed films from Scotland, England, Holland, and France. Pointing out how much less the English have under their socialistic economic system than we have, he warned of the United States' trend toward too much government control of business. Gibbons is president of the Fredonia Rotary Club.

COLUMBUS: The Cherokee County Lumber Company has added a large neon sign on the lawn in front of its office. The sign is red on one side and green on the other.

MARION: The Cash and Carry Supply Company has opened here. Partners Abe Reh and Harry Kline are stocking lumber and other building supplies, as well as livestock feeds.

CONCORDIA: John Hooker, manager of the Sanborn Lumber Company, recently entertained the Rotary Club with motion pictures he made last summer in the Pacific Northwest. Many views were of the lumber industry.

ST. MARYS: Earl Long has bought the Schumaker Lumber Yard from Lawrence Schumaker. He has reopened the yard for retail sales.

IOLA: The Klein Lumber Company is enlarging and remodeling its building on West Madison. Large

plate-glass windows in the corner of the building are for product displays.

OXFORD: Louis L. Tangney was transferred to Oxford from Wichita to manage the Long-Bell yard here. He replaces Dean Meek.

SOUTH CAROLINA

CHESTER: J. R. Hamrick and Son has been granted a charter of incorporation to sell building materials. Edith C. Hamrick is president.

LOUISIANA

NEW ORLEANS: R. W. Mayronne, president of the Mayronne Lumber and Supply Company, was elected to fill the unexpired term of his late father as a director of the First National Bank of Jefferson Parish.

BATON ROUGE: Robert J. Abbott, Sr., has been elected to the retail board of the retail merchants' division of the Chamber of Commerce here. Abbott is president of the Darling Lumber Company.

FLORIDA

PALM BEACH: The Boca Raton Lumber Supply Company here has been granted a charter.

COCOA: The East Coast Lumber

and Supply Company is being modernized, according to Manager Howard Osteen. A new office building has already been completed.

BRADENTON: The former Russell Lumber Company, Inc., is now Stewart-Bell, Inc. The new name combines those of Dan Stewart, president and general manager, and J. J. Bell, secretary and treasurer. The firm is expanding its facilities and storage space.

ST. PETERSBURG: George J. Deeb has bought the interest of his brother and partner, Mike J. Deeb, in the Peninsular Building Supply Company. As sole owner of the firm, Deeb has started increasing the stock and enlarging the yard.

TEXAS

GARLAND: The year 1951 marks the 75th anniversary of the Lyon-Gray Lumber Company. The chain now has more than 25 branches throughout Texas. The yard here was established in 1915, and has been managed by R. L. Goodson since 1919.

ODESSA: Bill Beck has been promoted to yard manager of the Jeter Lumber Company.

TYLER: In celebration of its fifth anniversary here, the Smith County Lumber Company held "open house" recently. Free orchids were given to the ladies.

DENISON: The Denison Lumber Company has moved into larger quarters at 1600 West Morton. T. B. Palmer and Jess Howell are the owners.

SAN ANTONIO: The Crouch Lumber Company has opened here at 223 Blanco Road. Officers of the new firm are C. C. Crouch, president; R. S. Crouch, secretary, and C. C. Crouch, Jr., treasurer. J. M. Dietzmann manages the yard.

TRENTON: L. F. Southerland has announced the sale of the L. F. Southerland and Son Lumber Yard to Rhom Pennington, of Sherman. Dee Patterson manages the yard for Pennington.

MISSOURI

LIBERTY: The Banks-Wilcox Lumber Company yard on East Mill Street will soon have a building with a 114-foot street front. The yard was reconstructed after fire destroyed it about a year before.

CONWAY: D. W. Reeves has bought the interest of Lowell Bennett, his partner, in the Conway Lumber Yard and will operate it alone. Bennett has moved to Oklahoma City. Lloyd Gossage and William Smith bought the electrical and plumbing equipment and stock from the Conway firm, and then opened an electrical and plumbing business in the east wing of the Conway building.

CARROLLTON: The R. Lee Lumber Company has been bought by

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Artie Warren, former manager of the La Cross Lumber Company at Norborne.

EL DORADO: J. L. Duke, of Newton, Kan., has bought a site here to open the El Dorado Lumber Company. Duke has had 35 years of experience in the lumber business.

KAHOKA: A remodeling job has been completed at the R. J. Hurley Lumber Company on both the inside and outside. The office and estimating room now are finished in attractive knotty pine.

DELTA: Albert Voges and Leon Brinkopf have bought the Corbin Lumber Yard here.

ST. JOSEPH: S. Rodney Hastings is a new director of the local Y.M.C.A. He is president of the Hastings Lumber and Wrecking Company.

LIBERTY: The Badger Lumber Company is replacing its old lumber shed with new \$14,000 structures.

ARKANSAS

VAN BUREN: The Twin City Lumber Company recently held a display of the latest types of aluminum building products. The exhibit was in the Reynolds Farm Institute's display coach.

FAYETTEVILLE: The Sanford-Green Lumber Company has been incorporated, with authorized capital stock listed at \$50,000.

PINE BLUFF: Clark Mosley is a new partner of the former W. D. England Lumber Company, owned and operated by W. D. England for the past 14 years. The name has been changed to the Jefco Lumber Company.

Obituaries

GLENN E. REA, 49, manager of the E. S. Billington Lumber Company in Oklahoma City, Okla., died December 7 at his home. He had been with the firm since 1926. He leaves a widow and daughter.

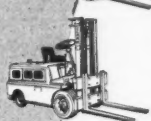
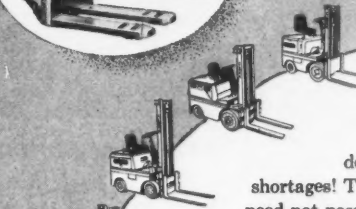
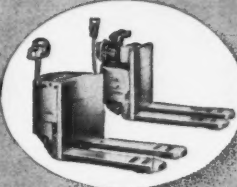
PRESTON REEVES, 48, of Warren, Ark., died December 12 of a heart attack. He was head of the fire prevention department of the Bradley Lumber Company. Surviving are his widow, two daughters, and mother.

WALTER H. ANDREWS, 72, died recently of a cerebral hemorrhage in Lawrence, Kan. He was owner of the Shaw Lumber Company. In the Baptist Church, he served on the building committee. He also was a member of the Kiwanis Club, Masonic Lodge, and Scottish Rite. He leaves a widow, son, and daughter.

JACOB M. REICHENSTEIN, 69, died December 2. He had been president of the Cowser and Company lumber firm in Dallas, Tex., for 35 years and

MORE *Power* for Manpower

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STEADILY RISING COSTS—growing user demands—imminent labor shortages! These very real conditions need not pose frightening problems to alert and able management.

Given proper machines, manpower can deliver a great deal *more* power—and enjoy doing it; more power that translates into greater production at lower cost.

Now that CLARK has added Powered Hand Trucks to its *Leadership Line* of Fork Lift Trucks and Industrial Towing Tractors, it is better fitted than ever before to help Management meet the challenges of a most critical era. For it is in the field of Materials Handling that the greatest opportunities for savings, for increased production, for improved efficiency and for the betterment of employee relations are to be found.

In every piece of CLARK materials-handling equipment, there is **MORE POWER FOR MANPOWER.**

And it is yours to employ—yours to enjoy.

CLARK will exhibit at the Plant Maintenance Show, Cleveland, Ohio, January 15-18, 1951.



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in the lumber business for nearly half a century. He was a Mason and a Shriner. Surviving him are his widow, two daughters, son, and seven grandchildren.

JOHN B. YATES, well-known head of the John B. Yates Company in Pennsboro, W. Va., died November 13. His son, G. Sinsel Yates, continues the lumber business.

CHARLES LEE CABE, 87, prominent Texarkana, Ark., lumberman, died November 19. He had been associated with several lumber firms and helped organize the Gurdon Lumber Company in Gurdon, Ark. He was active in the First Methodist Church in Texarkana. He leaves a widow, daughter, four sons, and six grandchildren.

JAMES E. EDGE, 74, part owner of the Stamps Lumber Company in Stamps, Ark., died December 5. His only immediate survivors are six nephews.

JOHN C. ARENDT, 48, salesman for the Masonite Corporation for 15 years, died December 9 of a heart attack. His territory included western Tennessee, eastern Arkansas, and part of Mississippi. Arendt was convalescing from a skull fracture incurred in late September.

ED G. DECKNER, SR., 63, vice-president of the East Point Lumber Company, died in an Atlanta, Ga., hospital on December 26. He had been president of the West End Businessmen's Association and a member



VARIETY of WINDOWS at JOBBERS' FAIR EXHIBIT

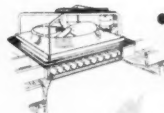
Visitors to the Coastal Empire Fair in Savannah, Ga., October 16-29, were impressed by the variety of window units and roofings that are available from a modern materials jobber such as the Neal-Blun Company. This firm displayed steel, aluminum, and wood window units of both the double-hung and awning types in their exhibit of millwork, asphalt and asbestos roofings, and other materials. The men with the souvenir yardsticks in the photo above are Ellison Gilbert, left, and W. D. Perkins, right, salesmen for this Georgia wholesaling firm.

of the Atlanta City Council, representing the old 10th (West End) ward. A member of the Capitol View Methodist Church, he was serving as master

of his Masonic lodge when he died. Surviving are his wife, one son, Ed G. Deckner, Jr., a brother, and a sister, all of Atlanta.

ROBERT McALKIN WILLIAMSON, 81, retired lumberman, died in Dallas, Tex., recently. During most of his career, he was associated with the lumber industry and operated his own brokerage firm. He is the grandson of the first Texas Congressman, R. M. Williamson. Surviving are his widow, daughter, son, and brother.

WILLIAM A. DAVENPORT, 86, prominent Mississippi lumberman and banker of Forest and Jackson, died December 19. He helped organize the Bienville Lumber Company in Alberta, La., and later operated the company in Forest. He also was associated with several banks. Davenport was popular for his many philanthropies, such as Boys Town, Neb., the YMCA, and the Mississippi Children's Home Society. He is survived by one daughter.



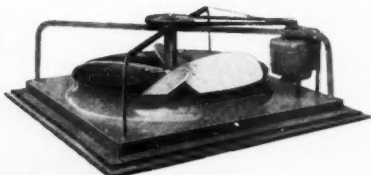
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attic ventilation
the
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WIND-WAY

WIND-WAY
VERTICAL
DISCHARGE

RanchHouse

PACKAGE
FAN



SALES-PROVED

BECAUSE:

- It is designed to fit ANY type building EASILY
- Installation costs, time and effort cut down to a minimum
- WIND-WAY merely sets on the floor of the attic or the trim of the well hole. It is NEVER fastened in any way, yet it moves the greatest amount of air quietly with absolutely NO noise or vibration
- WIND-WAY sells "on sight" to people who recognize it as a simple, foolproof, superior fan

WIND-WAY

FAN AND VENTILATOR CO.
531 St. Joseph St. New Orleans 12, La.

Write for descriptive
bulletin No. 9150

Window Washing Test

An independent Detroit research company recently made a time-check of the washing operation of removable windows against the non-removable, double-hung type.

An R. O. W. window was used as the removable model. It had the same number of panes and was exactly the same size as the non-removable unit.

Washing time for the R.O.W. window was a fraction less than two minutes, compared to 6½ minutes for the non-removable window.

LINGO PLANT

(From page 25)

ing sizes, grades, and workings at the car door, and then it is carried into the storage sheds by a giant fork-lift truck. Some conventional bins are used for special lumber items. But most of the lumber is piled by the lift truck in stacks up to 20 feet high in the two sheds.

Warehouses built up to dock height extend 400 feet along one side of the railroad spur. Such items as flooring, cement, roofing, and wallboards are handled on roller conveyors from car to storage, and then on to trucks for delivery. A smaller lift truck will handle other warehouse items.

Plans are under way for additional buildings to meet expanding needs. Construction will start soon on another shed for lumber bins and on another building for housing the millwork shop.

The Lingo Lumber Company was organized in February, 1950. Its first president was E. H. Lingo, who also was the first president of the Lumbermen's Association of Texas.

W. M. Lingo, the son of E. H. Lingo and vice-president and manager of the yard since the firm was organized in 1905, became president in 1927 upon the death of his father. Under his direction and leadership, the company grew from a one-horse, four-mule lumber yard into one of the leading yards in Dallas, which supplies materials for as many as 400 new houses a year.

The two sons of W. M. Lingo—G. D. and W. M. Lingo, Jr.—have continued the business since his death. With his son-in-law, Wilson Schoellkopf, they are now directors of the company.

W. M. (Mack) Lingo, Jr., now president of the Lingo Lumber Company, started out in the business when he finished college in 1936. Almost single-handedly he was responsible for the first and succeeding 30-day schools for building - supply personnel at Southern Methodist University, for he gave generously of his time to the project.

In his firm's new plant, Mack Lingo has incorporated the best operating and merchandising ideas gleaned in the courses and from the experience of other successful dealers. Thus, he can show future students, as well as the alumni of the courses, a modern yard planned

and equipped for mass handling and modern merchandising of building materials!

Lingo is a director of six other companies. They include the Burton-Lingo Company in Fort Worth; Burton Lumber Corporation, Galveston and Houston; R. J. Hurley Lumber Company, Kansas City; Eclipse Lumber Company in Clinton, Iowa; Louisiana Central Lumber Company and the Louisiana Long-Leaf Lumber Company in Clarks and Fisher, La.

Other officers of the Lingo Com-

pany are: J. D. Sheppard, executive vice-president; Ward E. Bell, vice-president and sales manager; T. Roy Hudson, secretary-treasurer, and Malcolm Crow, assistant secretary-treasurer.

A-2. "BRICK AND TILE Engineering" is a new volume of engineering data on brick and tile construction. It describes the origin, manufacture, types, and properties of structural clay products. The Structural Clay Products Institute, 1520 18th Street N. W., Washington 6, D. C.

NATIONAL



WOODWORKS

You can get them NOW!

No delays, no shortages on National Window Units made of seasoned WOOD. Prompt shipments on trailer-load quantities.

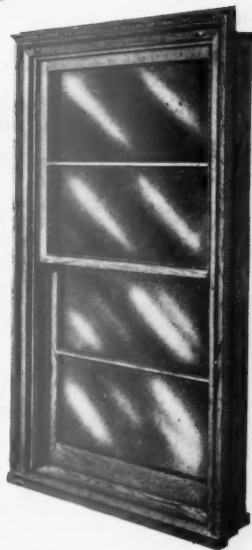
National Window Units

The Complete Packaged Units that offer Every Advantage

National Window Units come complete. Each individual unit arrives at your warehouse with the sash prefitted to the frame, Unique Balances and weather-stripping in place, and the all-aluminum screen ready to set.

The low prices and the easy handling make them easy selling and a favorite with dealers throughout the South.

DEALERS: Write for price schedules and the new catalogue showing the complete line of Windows, Doors, and Millwork.



NATIONAL WOODWORKS

2201 29th Ave., North

BIRMINGHAM 7, ALABAMA

16,000 Expected at Chicago Home Show

Advance registrations indicate that 16,000 persons from the homebuilding industry will be in Chicago, Ill., for the annual convention and exposition of the National Association of Home Builders, January 21-25.

Builder interest will be centered in convention sessions dealing with financing, material scarcities, and other production problems.

Sharing the spotlight will be a huge exposition of the latest building materials and home equipment. More than 700 home building products will be on display in the exhibit halls of the Stevens and Congress Hotels.

CISPI in Washington

Robert Dick, executive secretary of the Cast Iron Soil Pipe Institute, has opened new Washington offices of the institute in the Heurich Building, 1627 K Street, N. W., Washington 6, D. C.

This organization represents 27 major manufacturers of cast-iron soil pipe and fittings.

ASSOCIATION ACTIVITIES

Group Insurance Provided in Miss.

A Christmas present for 425 employees of 50 dealers who are members of the Mississippi Retail Lumber Dealers Association was news that they would be covered by group life, surgical, and hospital expense in 1951. The policy is carried with the Home Life Insurance Company of New York, which is represented in Mississippi by Otis M. Barry, of Jackson.

The group insurance is non-contributory for the employees—the premium is paid completely by their employers to the MRLDA, which handles the business with the Home Life company.

Employees, however, may cover all their dependents with hospital and surgical insurance through the program at low cost.

The employee coverage includes:

For active partners, owners, and

officers—\$3,000 life insurance, \$8.00 daily hospital expense benefit, \$80.00 maximum additional hospital benefits, and \$200.00 maximum surgical expense. Estimated monthly cost, \$5.13.

For foremen, supervisors, and office workers—\$2,000 life insurance, \$6.00 daily hospital expense benefit, \$60.00 maximum additional hospital benefits, and \$200.00 maximum surgical expense. Estimated monthly cost, \$3.65.

All other dealer employees—\$500 life insurance, \$6.00 daily hospital expense benefit, \$60.00 maximum additional hospital benefits, and \$160.00 maximum surgical expense. Estimated monthly cost, \$1.70.

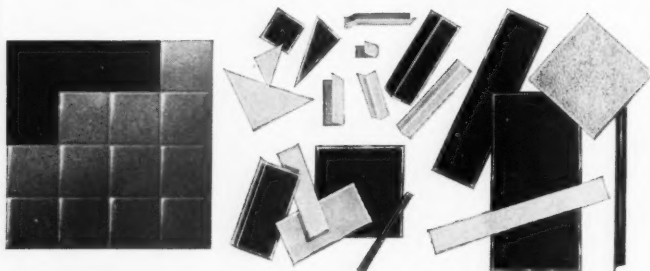
The group insurance for dependents of all classes of employees is the same and costs each the same—\$3.80 a month for the dependents of each employee. The coverage: \$6.00 daily maximum hospital expense benefit, \$60.00 maximum additional hospital benefits, \$60.00 maximum maternity benefit, and \$200.00 maximum surgical expense.

Hospital and surgical claims will be paid from the office of E. B. Lemmons, secretary-treasurer of the Mississippi Retail Lumber Dealers Association. Death claims must be paid from the home office of the insurers, the Home Life Insurance Company of New York.

HASTINGS
AIRCRAFT ALUMINUM
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**COMPARE WITH
ALL OTHERS...**

**FOR CUSTOMER SATISFACTION • FOR DEALER PROFITS
FOR BEAUTY, DURABILITY, VERSATILITY!**



INVESTIGATE THIS WALL FACING

Made of sturdy aircraft aluminum... lustrous enamel finish permanently bonded to metal after it is formed. Won't chip, crack, peel or corrode... fireproof, waterproof, sanitary. Fourteen decorator colors... over 25 different shapes and sizes of tile, self decorating. Light in weight, but strong. Easy to apply, economical. Popular, and PROFITABLE to the dealers who handle it.

WRITE TODAY!

METAL TILE PRODUCTS, INC.

Dept. 109, Hastings, Michigan

Send me information on alumitile.

I am a ☐ Dealer, ☐ Distributor, ☐ Contractor, ☐ Architect.

Name _____

Address _____

City _____ State _____

Convention PRE-VIEWS

THE KENTUCKY Retail Lumber Dealers Association will hold its 46th annual meeting at the Brown Hotel in Louisville, January 15-17, with exhibits. The second day of the convention, Tuesday, will be devoted to two panel discussions.

The morning session will be focused on national conditions—credit restrictions, financing, allocations and priorities, and price controls.

Participants in this "national" panel will be Judge Roscoe R. Dalton, Kentucky state director for FHA; H. R. Northup, NRLDA executive vice-president; John Haynes, construction division director of the National Production Authority, and Rumsey Taylor, who will give the dealer's viewpoint. He is manager of the Princeton Lumber Company in Princeton, Kentucky.

The afternoon panel will concentrate on dealers' everyday operating problems and opportunities, such as wage-hour regulations and the supply outlook.

Eight dealers from throughout Kentucky will report at the afternoon session on the supply situation, credit restriction effects, and 1951 business prospects. Suppliers will be invited to report their respective delivery prospects from the floor.

Don A. Campbell, secretary of the Kentucky Retail Lumber Dealers Association and a Lebanon lumber dealer, will serve as moderator of both panels.

Principal speakers at other sessions of the Kentucky conclave will include Gates Ferguson, advertising manager of the Celotex Corporation; Joseph Leopold, Dallas, Tex., attorney, and Ralph Carney, Wichita, Kan., sales lecturer.

U. S.-Mengel Plywoods, Inc., will conduct three tours of dealers through their Louisville panel and door plant during the convention.

DOOR (SIR)PRIZE! The Red Cedar Shingle Bureau will offer as a door prize at many dealer conventions this season a crisp \$20 bill "inflated to old-time values" by attaching thereto a pre-stained Certigrade processed shake, all wrapped up as a fancy box of candy and tied with a bow of red silk ribbon.

NINE DEALERS will participate in a clinic on the Retail Building Materials Market in 1951 at the 63rd annual convention of the Southwestern Lumbermen's Association in the Municipal Auditorium at Kansas City, Mo., on January 25. Chosen for their leadership and geographical location in the four-state territory of SWLA, the dealers will take 10 minutes each to cover these nine clinic topics:

1. The market for new homes
2. The home modernization and repair market.
3. The farm market.

4. The commercial and industrial market.

5. The contractor-generated sales market.

6. The counter-merchandise market.

7. The market for appliances.

8. The specialty application market.

9. The yard fabrication market.

Another innovation at SWLA's convention this year will be the first annual alumni breakfast of graduates of 30-day training courses for building-material personnel that have been sponsored by the association. Many of the 127 graduates will attend the "re-

union" at the Hotel Muehlebach on January 25.

The SWLA convention opens on January 24 and runs through January 26, with all principal sessions and the big exhibition of building materials and services for dealers at the Municipal Auditorium.

VIRGINIA dealers will observe the silver anniversary of their Virginia Building Material Association at the John Marshall Hotel in Richmond, February 15-16. A Valentine dinner for the board of directors and their wives will be enjoyed February 14.

Art Hood, editor of *American Lumberman*, will speak on the



A Profitable Way

**TO SAVE MONEY
FOR YOUR
CUSTOMERS!**

Urge Them To Use . . .

**Ready-To-Install
COMPLETE
WINDOW UNITS
Equipped With
MONARCH METAL
WEATHERSTRIP**

When your builder customers follow your advice to buy precision-made Complete Window Units, assembled at the mill or by your millwork jobber, they lower their own costs in these 4 important ways:

- **Eliminate Waste** — of both time and materials
- **Reduce Labor** — by avoiding on-the-job fabrication
- **Finish Jobs Faster** — by cutting days off completion dates
- **Improve Construction** — by doing a sounder quality job with less expense

You profit — the builder profits — the owner profits — when you recommend **COMPLETE WINDOW UNITS** equipped with Monarch Metal Weatherstrip.

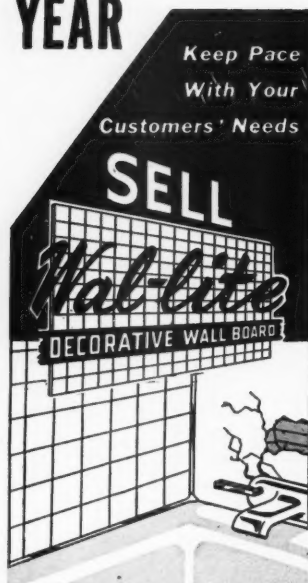
Get Them From Your Sash and Door Jobber

Published In The
Interest Of Better
And More Economical
Building

**Monarch[®]
METAL WEATHERSTRIP
CORPORATION**

6343 ETZEL AVE. • ST. LOUIS 14, MO.

1951 TO BE BIG REMODELING YEAR



With the experts forecasting greater emphasis on remodeling, NOW IS THE TIME to place Wal-lite on your stock list. Wal-lite Wallboard Panels in baked finish have the quality and beautiful colors you'll be proud to sell. Be prepared for those remodeling jobs that you'll need to replace new construction. It will pay you to get your name on your Jobbers Wal-lite Customer List . . . right away.

Best Quality Baked Enamel Finish

Wal-lite is made to be the best in its field. Steady sales growth month after month against similar products prove its quality is highly acceptable by consumers. See it . . . stock it . . . show it . . . and you'll sell it. Your Jobber is the man to see.

Contact Your Jobber NOW!

Wallace

Manufacturing Company
10th & Fayette, N. Kansas City, Mo.

convention theme, "Look for the Silver Lining," at the Thursday afternoon session. President Ernest L. Whitehurst will make his report. Speaker at the dinner will be Edward McFaul, Chicago humorist-philosopher.

An open-forum session will follow the Early Bird breakfast Friday. With Bill Parsons as moderator, dealers and suppliers will participate in the discussion from the floor. The association group insurance program, 30-day training courses, and FHA observations will be discussed by officials.

The secretary of the Kentucky Retail Lumber Dealers Association, Don A. Campbell, of Lebanon, Ky., will be the principal speaker Friday afternoon. His subject will be "Serving on the Home Front." Stanley Horn will emcee the annual banquet.

THE CAROLINA Lumber and Building Supply Association's 28th annual convention will combine lively forum discussions of current topics and the organization's largest exhibition of building materi-

als at the Municipal Auditorium in Asheville, N. C. The dates are March 20-22.

Secretary-Manager Maurice Garner announces that the business program for the first day will be a forum, with several trade-magazine editors and NRLDA officials comprising the panel. Outstanding speakers will address the Carolina dealers the second day.

MISSISSIPPI dealers will get to hear two outstanding speakers at their annual meeting in Biloxi, Miss., April 5-6. These are Clayton Rand, Gulfport columnist, editor, and humorist, and W. W. (Bill) Woodbridge, secretary-manager of the Red Cedar Shingle Bureau.

A forum on dealer problems and practices also is planned by Secretary E. B. Lemmons.

THE FLORIDA dealers' 31st annual convention will begin with the usual golf tournament and Hoo-Hoo concatenation. It will be held at Daytona Beach's Sheraton Plaza Hotel, April 18-20.

ASSOCIATION HOME PLANS POPULAR



E. B. Lemmons, secretary of the Mississippi Retail Lumber Dealers Association, is seen at right showing a new house plan to state officials of the Federal Housing Administration in Jackson. They are Paul Kemp, seated, the new state FHA director who succeeded the late W. T. Pate, and W. V. (Val) Yates, veteran FHA chief underwriter in Mississippi.

A native of Clarksdale, Kemp had been connected with Beers and Company, a New Orleans investment house, prior to his FHA appointment. One of his first acts was to write a personal letter of cooperation to building material dealers throughout the state.

Lemmons explained to Director Kemp the way MRLDA provides low-cost home plans to prospective builders who are referred by FHA personnel to his office or to lumber dealers throughout the state. In 1950, the Mississippi Retail Lumber Dealers Association sold 3,800 sets of blueprints of home plans for \$2.00 a set. All of the plans are FHA-approved and drawn by experienced draftsmen or architects.

21 "Bats" Offered Oklahoma Dealers

At a meeting of directors and officers of the Oklahoma Lumbermen's Association on December 15 in Oklahoma City, 21 projects and activities were discussed and approved for 1951. They include legislative, merchandising, and public relations aids for Oklahoma building materials dealers.

The OLA activities and projects will include reports on government orders, farm building program, Title I—Section 8 program, traffic service, group insurance, news bulletin, legal information, employment service, direct information service, youth program, four-year lumbermen's course at Oklahoma A. and M. College, 30-day training courses at Southern Methodist University, short course at A. and M. College on selling farm market, farm building day in the state capital, 16 district meetings, federal and state legislative program, Home of Month plan service, farm plan service, monthly tax calendar, fifth annual convention on October 16-17, and 1951 OLA directory and buyers' guide.

With the new president, Paul K. Leonhard, in charge, the board approved the program, as outlined by Secretary-Manager W. M. Morgan, and voted an adequate budget to carry it out.

Face Defense Effects

"The lumber industry traditionally reacts more quickly and more violently to the lack of balance between supply and demand than almost any other industry," Hurley G. Hust told members of the South Plains Retail Lumbermen's Association recently.

The meeting, attended by 75 lumbermen, was one of a series of meetings in Texas to discuss the industry's position under present mobilization plans.

A prominent member of the Lumbermen's Association of Texas, Hust predicted that the real impact of government buying on the Texas lumber market would come early in the year.

Human Relations Topic at Missouri Convention

"Human Relations" was the theme of the 39th annual convention of the Northeast Missouri Retail Lumber Dealers Association in

Moberly on November 21. More than 300 persons attended the closing banquet to watch the performance of Harlan Tarbell, famed mystery scientist of Chicago, Ill.

W. P. Sandford, speech professor at St. Louis University, discussed "How to Be at Your Best in Human Relations."

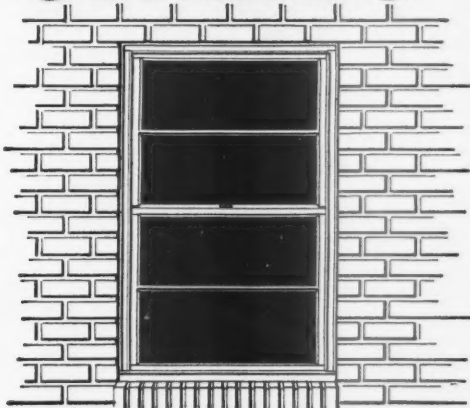
William Robinson, of Paris, was re-elected secretary-treasurer of the district organization. The new vice-president is C. W. Reineking, of Louisiana, Mo. Swinging the association gavel for the next 12 months will be R. E. Williams, of Silex.

Sales, Building Cycle Relationship Studied

It is possible that certain operating and sales policies used by retail lumber dealers during periods of declining building volume may not be the best ones to pursue in times of a large volume of business, and vice-versa, according to the Lumber Dealers Research Council.

To find an answer as nearly accurate as possible to this question, the LDRC has drawn up a contract with Carroll Belknap to conduct a marketing study.

Lifetime GLAZING



WITH LIFETIME METAL

Metalart

(TRADEMARK)

ALUMINUM BUILDING PRODUCTS



QUALITY APPROVED

MEMBER ALUMINUM WINDOW MFRS. ASSN.



These features place Metal Art Windows among the finest, strongest, and most beautiful windows available at any price.

PLUS: Excellent delivery and service. Let us prove it to you.

METAL ARTS MANUFACTURING COMPANY, INC.

P. O. BOX 4144

ATLANTA, GA.

NEW STORE STIMULATES SALES

(From page 35)

PRECISION folding stairway



NO SPRINGS

NO ADJUSTMENTS

SIMPLE AND EASY TO OPERATE

A slight pull of the cord and the cleverly engineered counter weights silently ease the stairway into down position. The same counter weights return the stairway to its up position with equal ease.

RUGGED AND STRONG

Construction of No. 1 kiln dried poplar throughout. Brackets and rocker arms made of cast aluminum, hinges of cast brass. Trim is not furnished. All parts are numbered and interchangeable. Frame is made to fit 26" x 54" opening in ceiling.

INSULATED

Panel is insulated with Cellulose and protected with tough chip board.

SAFETY TREAD

Each step is covered with regular running-board composition safety treads. Adds to appearance as well as safety.

FITS ALL CEILINGS

The stairway fits any ceiling from 7 feet to 9 feet, 9 inches figured from finished floor to finished ceiling. Runners are graduated to facilitate cutting off at different heights. Two standard sizes: 8' 9" fits from 7' to 8' 9" ceiling, 9' 9" fits from 8' 9" to 9' 9" ceiling.

REQUIRES NO ATTIC SPACE

Full height above attic floor is only 36". Folds completely into 26" x 54" opening in ceiling.

SHIPPED IN 1 PACKAGE

Precision Stairways are packed completely in one heavy carton, assembled and ready for installation, which offers a considerable savings over other attic stairways. Shipping weight 125 pounds. Sold by more than 12,000 dealers in U.S.A. and Canada.

For complete information write us today

Manufactured by

PRECISION PARTS CORP.
Nashville 7, Tennessee

floor, also serves as cooling equipment for the store. Plans are being made to install air-conditioning by next spring—the final touch to a completely modern store.

Like so many structures being constructed today, the building is radiant-heated.

As up-to-date as the store itself are the company's relations with its employees. Once a month a dinner meeting is held, at which sales techniques and new ideas are brought up. Any employee with a new suggestion is asked to present it for general discussion at these meetings.

Firm believers in well-trained personnel, Dealers Heinz and Spurrier have sent salesmen to North Carolina State College's 30-day training courses for building material retailers and to a training session offered by a woodwork manufacturer.

Most of the employees have completed the "Tested Selling Methods" course sponsored by the National Retail Lumber Dealers Association.

The H and S Lumber Company has always paid annual bonuses to its employees, based on company profits and the personal contribution of each employee during the year.

Negro employees are paid a bonus once every three months at a barbecue dinner. The amount of this bonus is determined by their rating for the past three months—excellent, good, fair, and poor. The oldest Negro employee, in terms of service, helps rank these workers, who are mostly truck drivers and yard laborers.

"Since we've initiated this rating and bonus system," Spurrier told us, "we've noted a marked improvement in our Negro workers' accomplishments."

During our visit we stopped to chat with a customer. He was one of about 800 farmers in the area who are on the H and S direct-mail list to receive information of special interest to farmers. And did he think the new Charlotte store was a little fancy for country boys? Not on your life! Every time he stopped in on his way back to the farm, he got a new idea by just browsing around."

To help lure more prospects to its 5,000-square-foot sales floor, the H and S uses spot radio commercials and has two radio programs.

One is slanted to women's interests.

New Charlotte residents receive a letter from the H and S Lumber Company welcoming them to the city and acquainting them with the many helpful H and S services. Another direct-mail piece is sent to those moving from house to house, offering help with home improvements.

And at the beginning of each year, customers with an excellent credit rating are sent a letter of appreciation for giving H and S their business.

This company's "packaged" home-planning service—which even includes advice on lots—accounts for about 30 per cent of the total sales. After a customer brings in his ideas, H and S draftsmen draw up plans for structures costing under \$15,000 for a charge of one per cent of the estimated building cost. Half of this charge for the plan is refunded if all materials are purchased from H and S.

This building supply dealer participates each year in the Charlotte Home Show. Approximately 25,000 persons visited the H and S exhibit at the 1950 show. The 600-square-foot display was staffed by eight company salesmen and from three to five representatives of the manufacturers of the displayed products.

Comments Vice-President Spurrier on the home show: "Although the exhibit entails considerable expense and manpower, it enables our salesmen to contact more home-building prospects in a week than could possibly be visited in several months of field calls. And, too, at the home show, the salesman has at his fingertips all the principal materials to show each prospect."

Heinz and Spurrier both were associated with the retail division of the Wearn Lumber Company in Charlotte until 11 years ago. When this company began to concentrate on special millwork, Heinz and Spurrier bought the retail operations and formed the H and S Lumber Company. In 1941 they bought the Rocky River Lumber Company, 28 miles from Charlotte, which is now used as a concentration yard.

Staying constantly alert to find out—sometimes through trial and error—just what most appeals to customers and the best way to make friends with them has paid off for these progressive partners. The H and S Lumber Company's sales now exceed \$1,000,000 a year.

INVENTORY SYSTEM

(From page 24)

can now work on closer margins and thereby use our warehouse space more profitably.

The Inventory Control supplies department heads with accurate information, proving a practical guide to sounder buying. We had on hand a quantity of locksets with glass knobs that were lagging behind in sales. Finding that the trend in this area is away from this item, we called on the manufacturer who was glad to substitute for these the lock-in-the-knob sets. He had another area in which locksets with glass knobs were in demand.

Reports are made to the department heads periodically now. Merchandise does not gather dust in the warehouse waiting for January 1 inventory to roll around.

I believe our Inventory Control card system is practical for any company whose volume is at least \$1,000 a week. Depending on the volume of the business, a card control system may take a full-time clerk, or a clerk and a manager.

Regarding reports I should like to point out that accurate reports does not mean reports that are too detailed. When it takes too much time to prepare those reports, it means increased personnel. Too much detail in limited available time is likely to reduce accuracy.

It has been our experience at Barber and Ross that one person should post no more than 500 items a day. One can not cheat at these records or inaccuracy results and the control files become unreliable.

High buying efficiency can come only out of a recorded account of each item, for here will be revealed the full picture of what is actually happening—not only within the framework of the company, but also the trends of the times.

Head Atlanta Builders

The Home Builders Association of Atlanta installed Ben M. Smith, Sr., as new president at the December 5 meeting.

The new slate of officers also includes Ed A. Barton, vice-president; R. W. Johnson, Jr., treasurer, and J. A. Gresham, secretary.

Directors for this year are D. L.

Stokes, V. S. Beem, T. B. Mimms, J. G. Howell, J. E. McJenkin, Leonard L. Long, E. W. Keappler, and F. A. Norwood.

R. R. Hallman and E. R. Hawkins are national directors.

Larkin Heads Builders

James Larkin was recently installed as new president of the Home Builders Association of Shreveport, La. Roy Herring was made vice-president; Sigmond E. Florsheim, treasurer, and Gerald S. Goodman, secretary.

Craft Still President

Milton Craft, of Memphis, Tenn., was again chosen to head the National Oak Flooring Manufacturers Association at the recent annual meeting at the Peabody Hotel in Memphis. Craft is president of the Chapman and Dewey Lumber Company.

T. C. Matthews, of the M. B. Ferrin Lumber Company in Cincinnati, Ohio, was elected vice-president. Henry H. Wilkins was re-named secretary-treasurer.

The group voted to support the National Oak Wilt Committee.

One-der Frames

See them at Chicago

NAHB Convention, Jan. 21-25

Booth 103, Stevens Hotel



**Complete One-Piece Metal Frames
for any type of Construction**

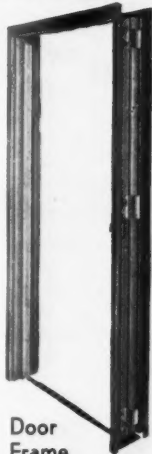


Window Frame

Each frame arrives on the job a complete, one-piece unit ready to set in the wall. No job-site assembly. No pieces to put together. No carpenter labor required. Nothing extra to buy.

Made of 18-gauge steel, welded for strength, the frames are treated for rust prevention. They come with a prime coat of light gray Zinc Chromate. They are easily finished in light colors with one additional coat.

Whatever the type of building, One-der Window Frames and One-der Door Frames mean savings in cost and installation time, plus a handsome appearance that is permanent.



Door Frame

Available for Rapid Delivery

Dealers in Principal Cities

See your dealer or write

ONE-DER FRAME
Corporation

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**ADVANTAGES
THAT SELL**

VENTO

Steel Basement Windows



• **Adjustable Ventilation**

Effortless operation gives any of three openings, or removable sash.

• **Weathertight Construction**

Double contact with leak-proof watershed sill stops wind and rain.

• **Maximum Strength and Rigidity**

Sturdy 14 gauge frame, electrically welded throughout. Fins welded to jambs for easy installation in block or poured concrete walls.

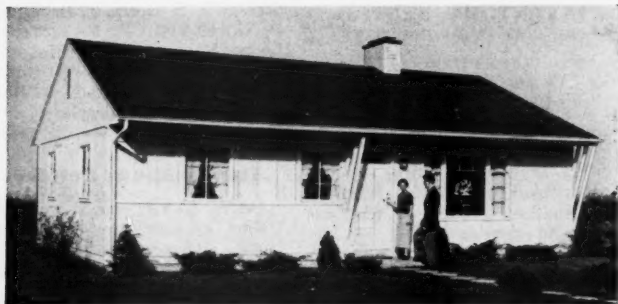
Also casement, utility and barn windows, Vento steel lintels for cost-saving block construction. Write for full information.

VENTO Steel Products

CO., INC.

253 COLORADO AVE. • BUFFALO 15, N. Y.

PREFABRICATED HOME OF RANCH-TYPE DESIGN



Shown above is the newest prefabricated, low-cost home available from Gunnison Homes, Inc., United States Steel Corporation subsidiary in New Albany, Ind. A ranch-type home, it was introduced at the convention of the National Association of Real Estate Boards in Miami Beach, Fla., November 12-19. Available this month, this Gunnison home will sell in the \$7,000 to \$10,000 price range in five sizes containing two and three bedrooms. Called the Coronado, this prefab design will be fully insulated, have completely modern electric, plumbing, and heating equipment. Its low-pitched roofs with wide, overhanging eaves, sweeping horizontal lines, and large picture windows are a departure from the relatively conventional designs of previous Gunnison homes.

ESTIMATING

(From page 33)

constantly figuring houses with similar foundations, floor systems, wall framing, roof members, and other common details, it not only is practical but a tremendous saver of time to develop and use square-foot costs."

Brownlee's Estimating System is divided into four major sections in addition to the introduction. The first explains, and provides fill-in pages for, local labor and material costs grouped according to the sequence of construction work or use.

The second section describes and leads to the calculation of basic keys to construction costs. They include excavation, concrete, masonry, basement posts, built-up girders, floor sections, finish floors, wall framing, finish siding, ceiling joists, roof rafters and sheathing, roof coverings, wood porches and wood steps, interior dry walls, exterior and interior molds, and millwork with finish hardware.

For example, in Columbus, Miss., the Chilcutts figured the basic key for 100 square feet of drop siding with building paper, all in place, in this fashion on the basis of local labor and material costs: 125 feet of 1x8 D pine siding at a unit cost of \$150.00, \$18.75; 100 square feet of building paper at a unit cost of \$3.50, \$1.00; 2

pounds of nails at a unit cost of \$0.12, \$0.24; 3.1 hours of labor (averaging 400 board feet an hour) at a unit cost of \$1.40, \$4.35. This results in a total cost of \$24.33 for 100 square feet of such finish siding in place.

The third section of Brownlee's Estimating System explains the handling and estimating of sub-contracts and overhead expenses. Fill-in tables for local unit and total figures are provided along with example figures and basic key numbers for the following probable sub-contracted phases of construction: lath and plaster, painting, wallpaper, gutters and down-spouts, linoleum, plumbing, heating, wiring, built-up roofing, tile work, insulation, storm doors and windows, driveways, and finish grading. Of course, the formulas are applicable whether the dealer subcontracts any or all of these jobs or handles them direct.

The portion of this third section of the Estimating System that covers Overhead Expenses explains the need for protection of reward for planning service, lot surveying, permits and temporary water, job-site preparation, supervision of construction, insurance of all types, payroll taxes, construction loan expense, miscellaneous overhead items, and profit from the contract.

The final section of Brownlee's

Estimating System covers Local Cost Figures with a Sample Estimate. It provides places for recording the local square-foot and lineal-foot costs, developed local unit costs, and the estimated cost of work usually done by sub-contractors. The author furnishes a supply of Job Estimate sheets for figuring the total cost and labor cost for each of the 98 listed and other construction steps and items involved in sequential order.

Ben F. Chilcutt and Sons have not only used this Estimating System in determining costs of construction of houses for which they have furnished materials to contractors and homebuilders, but also in figuring the cost of the some 250 houses they have built in and around Columbus, Miss., selling for costs ranging from \$4,000 to \$20,000.

After all this use of this simplified system, Jack Chilcutt declares:

"If I knew we could not buy another copy of Brownlee's Estimating System, because it was out of print or discontinued, I would not sell our copies for \$10,000!"

The three Chilcutt brothers and their father are as smart merchandisers as they are risk-takers for construction and bills of materials. Besides Jack, there is Ray, secretary-treasurer of both corporations, who holds forth at Columbus, too.

Dad Ben Chilcutt runs the Mason unit of New Homes Building Stores, while the third brother (and son) Vice-President Archie Chilcutt is in charge of operations in Kosciusko.

In front of the well-planned

Columbus Chilcutt yard is a black-board-type of sign with this strong copy at the top: "We Beat All Mail Order Catalogue Prices. Why trade out of town? . . . See what you buy!" Beneath is room to chalk in "specials" of the day or week. When we visited the yard, they were "Metal Roofing" and "Sheetrock." At the bottom is the slogan: "Everything to build anything."

The Chilcutts carry out the mail-order competitive technique in the four-page flyer that they mail to some 20,000 rural box-holders four times a year. Headed "Save Big Money," a recent issue

listed and priced plumbing and heating fixtures and fittings; galvanized, aluminum, asphalt, and asbestos roofing; asbestos, roll-brick, and drop siding; wallboards, hardboards, and moldings; doors, windows, ventilators, screen wire, cabinets, and clay products.

In their well-planned and stocked Columbus store, the Chilcutts have made good use of the deep ceiling beams. On them they have mounted colorful "reminder" show-cards. Some of the copy: "Renew your home with white asbestos siding."

"Borrow our Floor Polisher, free."

**IT'S WHAT YOU SEE....
THAT MAKES THE DIFFERENCE**



**Old American
LOKTITE
Asphalt Shingles**

ONLY LOKTITE HAS ALL THREE!

DOUBLE LOCKING PROTECTION

The butt of each shingle is safely double locked at each exposed corner, the point of maximum strain. No other locking shingle has the Loktite double lock.

100% DOUBLE COVERAGE

Actually more than half of the roof has a triple coverage. There are four thicknesses at the butt.

The NEW Exclusive LOKTITE Double Locking Principle . . . Look at the back of the shingle for proof

Write or wire for detailed facts about Loktite



AMERICAN ASPHALT ROOF CORPORATION

Member Asphalt Roofing Industry Bureau

Kansas City 3, Mo. 7600 Truman Road	E. St. Louis, Ill. 31st. & St. Clair	Salt Lake City 10, Utah 1674 Beck	Ft. Worth 7, Tex. 2316 West 5th
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SALESMEN

Wanted for several territories on exclusive basis by Manufacturers' Agent selling building supplies and hardware to Jobbers and Dealers. Commission only. Write Box 20, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N.E., Atlanta 5, Georgia.

FOR SALE

Wholesale building supply business in South Texas. Nationally known lines. Trade area three hundred twenty-five thousand within forty miles. Five-car truckage. Building, Equipment, \$12,500.00 plus inventory, some terms. Owner has other interest. Box 19, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N.E., Atlanta 5, Ga.



for FRENCH DOORS



CASEMENT WINDOWS



DUTCH DOORS



STALL DOORS

ADAMS-RITE
patented bolts are
stronger, easier to
install, keep their
original finish

Adams-Rite, the originators of the exclusive extruded design in Surface, Slide and Cremone Bolts, is still the only source for all styles! This patented construction with concealed guides eliminates all unsightly straps and scratching. Solid brass throughout. Four screws to each bolt insure rigid strength. Installation is easy and error proof and adjustments are made on the job without taking the bolt apart. Spring tension gives uniform pressure at all points.

RITE SURFACE BOLTS

All 3 widths of rods— $\frac{1}{2}$ " and $\frac{3}{4}$ "—have the extruded design. Lengths to 48". Harmonizes with any architectural design. Mortise and rim strikes furnished. 10 standard finishes.



RITE SLIDE BOLTS

Extruded design in 2 sizes— $2\frac{1}{2}$ " x $\frac{1}{2}$ " and $3"$ x $\frac{3}{4}$ ". Ideal for stall and Dutch doors and for use in place of mortise and gem bolts. Surface, rim and mortise strikes furnished. 10 standard finishes.



RITE CREMONE BOLTS

New narrow, modern design enhances French windows and doors. Especially suited to very narrow wood or metal styles. Rods, all with extruded design, in 3 widths— $\frac{1}{2}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ ". Reversible as to hand. One or 2 handles available. Thumb button deadlock optional. Mortise, rim, angle and surface strikes furnished. 7 standard finishes.



"Unicel" Plywood Refrigerator Car

AN INSIDE VIEW of the revolutionary Unicel plywood-plastic combination refrigerator-box car is provided above. Its developers, the Pressed Steel Car Company, claim that the plywood Unicel car is the "first real improvement in railroad car design in over half a century."

Design-wise, the new car employs a structural concept never before employed in railroad car building although one long used in the construction of aircraft, and some types of boats such as the war-famed P-T boats—"stressed skin" construction. This same construction principle is basic to over half of the nation's prefabricated homebuilders, having been introduced to the homebuilding industry in the U. S. Forest Products Laboratory 1936 plywood demonstration house.

The panels make the car completely rigid and act integrally with framing members in bearing weight and stresses, distributing these forces throughout the car.

Inside width of the car is 9'-2"; inside height, 10'; inside length, 50'-6". Outside width, 10'-3"; outside height, 13'-7". The car's volume is 4,556 cubic feet.

The plastic-surfaced plywood panels used in the Unicel car are

one of the newer products of the West Coast plywood industry. In addition to offering splitproofness, durability, and a weight-ratio greater than that of structural steel, the panels also have a smooth, hard, wear-resistant plastic face bonded under great heat and pressure to one side of the panel.

The hard plastic surface, like the phenolic resin adhesives used to bond the individual plys, is completely unaffected by water or weather.



DALLAS, TEX.: Door prizes, Christmas-tree presents, bingo, refreshments, and dancing to orchestra music all contributed to a lively Christmas party for Club 75. The affair was held December 19 at the Cedar Crest Club.

ATLANTA, GA.: More than 80 cats—and pussy cats—enjoyed a turkey dinner and dancing at the East Lake Country Club December 18. Secretary Don Moore produced a magician who kept 'em spellbound. Group singing of Christmas carols added to the fellowship. This was the first ladies' party of Hoo-Hoo Club No. 1 since it was re-activated!

MORTON, MISS.: Thirteen kittens were inducted into the order at the November 21 meeting. Mississippi Hoo-Hoo President Lewis Wilson presided and was assisted by Paul Bellenger, A. B. Farris, and J. M. Griffin, Sr. After the ceremony, the cats joined a meeting of the Mississippi Lumbermen's Club.

WANTED

MILLWORK SUPERINTENDENT

Write, Giving Age,

Experience and References.

CENTRAL SASH & DOOR CO.
MACON, GEORGIA



A NEW HEAT REGULATOR is on the market to save householders the trouble of firing their own furnaces. With this device, a coal heating system can approach the convenience of automatic heating units at lower cost.

THE FREE nations of the world hold a three-to-one advantage in coal reserves over Communistic nations. Reports of the United States Bureau of Mines list the world's "probable coal total" at 6,964 billion tons, nearly half of which is in the United States alone. Russia's supply, combined with that of Red China, is equal to about one-fourth. Most of Germany's supply is outside the Red Zone.

"STOKER ETIQUETTE," a booklet written in everyday, non-technical language, is now in its 17th printing. First brought out by Appalachian Coals, Inc., in 1939, the booklet's description of proper operation and maintenance of stokers is proving increasingly useful.

NEW CHIEF of the Defense Solid Fuels Administration, one of five new defense agencies, is Charles W. Connor, of Charleston, W. Va. Connor previously was a consultant to Secretary of the Interior Oscar L. Chapman.

THE RECENT trend toward higher coal prices will continue, according to Appalachian Coals, Inc., coal marketing agency. This rise is due to (1) sale of American coal to European countries; (2) increased mobilization, which emphasized coal's reliability in an emergency; (3) increased industrial output; (4) colder weather; (5) railroads using more steam motive power, and (6) record production by steel mills and electric plants.

Training Offered For Coal Salesmen

At a meeting of coal merchants in Atlanta, Ga., on December 7, J. Nelson Stuart, manager of the Coal Heating Service division of the National Coal Association, outlined a program of employee sales training provided by a recent NCA appropriation.

This training is available for personnel of all coal retailers and wholesalers whether or not they are members of Coal Heating Service. Classes will be conducted in any town in the nation where a group is interested.

The program consists of nine hour-long meetings in which the attending salesmen not only listen

but participate. The teacher or leader for the meeting spends the first 10 minutes reviewing the last topic studied and announcing the subject for the evening. Then a 15-minute sound slide-film dealing with general sales principles is shown.

According to Stuart, these films, which center around "Mr. Sale," deal with "every conceivable situation" that a coal salesman might face.

After the film, a short questionnaire is given out. Its purpose is not to test the "students" but

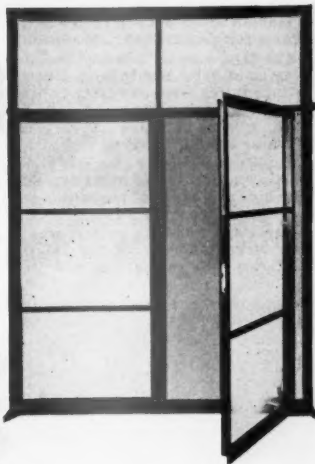
merely to help them think the problem through further. After the topic is openly discussed, one of the eight booklets containing study texts is passed out for study before the next meeting.

Topics for the meetings include (1) The Customer's Buying Motives, (2) Opening the Sale, (3) Telling Your Sales Story, (4) Showing and Demonstrating, (5) Outselling Competition, (6) Overcoming Objections, (7) Closing the Sale, and (8) Planning for Better Results. The ninth meeting is a review.



A Complete Line of Finer Windows

Residence Casements
Architectural & Commercial
Awning Windows Commercial
Projected Windows Pivoted
Windows Security Windows



Southern Made for Southern Builders

The Empire Line of Steel Windows offers you an opportunity to handle windows Southern users want. Properly engineered, accurately and sturdily built, bonderized for lasting finish, Empire Windows are nevertheless sold at competitive prices. Write for literature.

DECATUR IRON & STEEL CO.

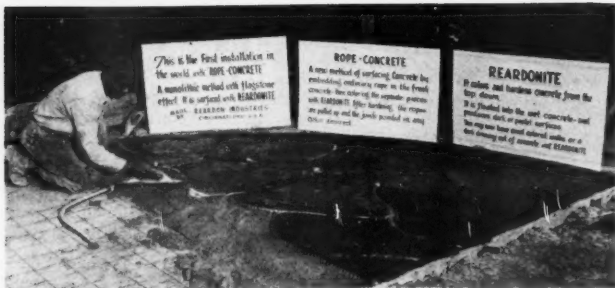
Decatur



Alabama

Serving Southern Builders for Over 60 Years

ROPE FASHIONS "FLAGS" IN CONCRETE!



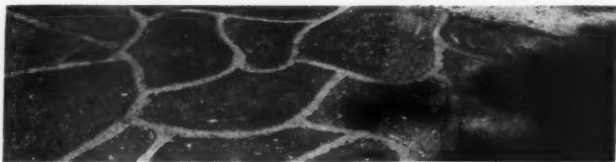
Quicker and much less expensive than the use of flags and similar material, Reardon's new "Rope Concrete" system of using form and color to lend an artistic touch to drives, patios, and porches offers many possibilities for unusual concrete effects.

The first step is pouring the slab as in other concrete installations. Lengths of rope, one inch in diameter, are then embedded even with the surface in the fresh concrete to divide it into sections.

Varying colors and finishes may then be applied to the different sections. A selected stone appearance can be obtained by use of a wire brush or uneven marking.

Ropes are removed after the concrete has taken its initial set, and contrasting mortar is put into the remaining curved joint openings. Since the openings are wider at the center than at the surface, the mortar does not work out of position.

The Rope Concrete system was designed by Reardon Industries, Inc., who make a compound for coloring and hardening concrete from the top down. The company is now licensing firms to use the process.



Notes on Manufacturers

PITTSBURGH, PA.: The name, plant, and most other assets of the Tracy Manufacturing Company here have been bought by the Edgewater Steel Company, which will operate the firm under the same name as a division. Edgewater will continue to produce Tracy kitchen sinks and cabinets, and hopes soon to catch up on back orders.

FLORENCE, S. C.: The Florence Venetian Blind Manufacturing Company has been incorporated to sell wood and metal venetian blinds and awnings and aluminum window and door screens.

WINNFIELD, TEX.: Offices of the Mansfield Hardwood Lumber Company are now located in a modern new building. It was built entirely of lumber sawed by the Mansfield mill.

JACKSONVILLE, FLA.: The Hyster Company has appointed the Aichel Steel and Equipment Com-

pany here as its representative for Hyster fork-lift and straddle trucks. Aichel's territory includes north and central Florida and south Georgia.

BARTLESVILLE, OKLA.: Fred F. Brown now manufactures and installs aluminum windows and screens. He assembles a semi-pre-fabricated storm window, Uni-Temp.

HUNTINGTON PARK, CALIF.: The Republic Heater Corporation has started construction on a new million-dollar plant to increase its output. In line with its increased production, Republic has added 125 distributors throughout the nation.

BEAUMONT, TEX.: A recent fire, which did \$250,000 worth of damage, destroyed the Fain Lumber and Manufacturing Company's plant here. Five small residences also burned.

AIKEN, S. C.: The Piedmont Plywood Corporation has been granted a charter to manufacture and sell plywood, lumber, and lumber products. J. C. Pracht is president.

SYRACUSE, N. Y.: De Alton J. Ridings, president of the Porter-

Cable Machine Company, has announced that his company has bought the Johnson Engineering and Sales Corporation, makers of air-driven sending machines. The purchase expands porter-Cable's line of electric tools.

UNION, ILL.: Protective Papers, Inc. has completed an expansion program to increase production of Leatherback All-Purpose building paper. Samples of materials made each day are sent to an independent inspection laboratory to assure perfection.

MT. VERNON, N. Y.: Foye F. Staniford, president of the Westchester Surface Ways, Inc., was elected a director of the Yale and Towne Manufacturing Company.

HAMBURG, ARK.: P. F. Watzek, president of Crossett Lumber Company, has announced that his company's lands in Drew and Ashley counties are open for free grazing of livestock. The kind offer was made after a new state law required livestock owners to keep animals off the highway.

Maple Flooring Meet

The Maple flooring Manufacturers Association will meet at the Blackstone Hotel in Chicago, January 26, for its annual convention.

The group will complete plans for increasing the budget for promotion of maple flooring. The association's new research program is aimed at devising better methods of preventing hardwood flooring from expanding or contracting beyond practical limits after it is laid. Other research projects of interest to building supply dealers will be announced later, according to President W. C. Abendroth.



MORE SALES

(From page 27)

woodwork activity take place.

Much of the area along one of the 200-foot sides of the building is paved. It provides an all-weather surface for unloading railroad cars with fork-lift, for loading customers' trucks from the side door, and for customer parking.

A rear door in the main building also opens directly to railroad cars at the back.

The front of the store is "show-cased" with plate-glass windows that come to within 24 inches of the floor. Fluorescent lighting brings all merchandise into clear view.

More sales per hour are achieved by a policy of having every item price-marked and, in some cases, fully described so that customers may determine what they want before they reach the sales counter or are approached by a salesman.

The sales counter is broken into three individual units, 8 feet long, instead of being one long counter. This saves time for clerk and customer alike.

An increase of more than 25 per cent in women traffic alone was achieved by the new store in the first year, according to Manager Briggs. This has been accomplished partly by building displays of appliances, paints, windows, house-cleaning supplies, carpentry hand and power tools, unpainted furniture, mantels, garden fences and trellises, and other merchandise that appeals to women who take pride in their homes.

Displays of window units, for instance, are made on stands, with curtains installed to give them a natural appearance.

Another traffic stimulator has been the stocking of cedar shavings in bags for pet owners. This has attracted many pet owners and led to the stocking of 100-pound bags of cedar shavings for use by kennel owners. No small result has been the related sale of screen, glass, chain, lumber, paint, fencing, and other items used in building and equipping kennels.

Other specialties at this Wright-Bachman store include wicker dog-beds and mattresses, picture framing, bird feeders and houses, and salad bowls.

While most of the purchases from the Wright-Bachman sales floor are taken away by customers, the store uses four trucks to provide free delivery of most items. A small charge is made for special delivery of small items.

Another traffic stimulator here is the ads that tie in with consumer advertisements of material manufacturers. For instance, when an ad appears in the *Saturday Evening Post* or some other national magazine promoting lines that this dealer has for sale, a tie-in ad is published in the local newspaper directing the customers to the store.

Floor salesmen give Wright-Bachman customers adequate service, but do not follow them or harass them. The design of the store makes it easy to see when the customer is ready, and most of them usually go to one of the individualized sales counters where the order is written up and the sale completed.

A customer who knows what he wants and who is in a hurry can usually get in and out in less than 10 minutes for an average purchase.

For Lasting Protection . . .

ARM-GLAZE

E-L-A-S-T-I-C

Glazing Compound

Miles Ahead
of Putty

Now practically any mill or jobber can furnish Arm-Glaze'd wood sash at standard price. Unlike putty, Arm-Glaze stays elastic; never gets rock-hard; won't crack, chip or crumble — gives lasting protection. For you, here's a real selling advantage!

FREE

Test Arm-Glaze at our expense. Write nearest Armstrong office for FREE sample of either Type M for wood sash or Type G for metal sash glazing.

Specify Arm-Glaze
on the Sash
You Buy . . . Use
It on the Sash
you Glaze

The ARMSTRONG COMPANY

DETROIT 17 CHICAGO 9 DALLAS 1
and RICHMOND, CALIFORNIA



FOR
PLAIN RAIL SASH

The new 34" Vikre sash holder, Model VSH-20, developed especially for Plain Rail Sash gives you the same patented features of the standard (1/2") Vikre Model VSH-57. They are the only spring tension type holders to have all moving parts fully encased to eliminate sticking and binding. Vikre Holders require only one hole drilled in sash . . . have patented, adjustable steel spring tension. Sell genuine Vikre Sash Holders for better profits.

NEW MERCHANDISING DEAL

Six dozen Vikre Sash Holders are packed with an attractively stained, eye catching window display with mounted sample of Holder. Window can be raised and lowered. Attractive folders. No additional charge for display and folders. Order from your jobber now J. N. Vikre Co., Inc., 3016—14th Avenue South, Minneapolis, Minn.



WEL-BILT FOLD-A-WAY STAIRWAY



SOLD BY LEADING DISTRIBUTORS
FROM COAST TO COAST

Manufactured by
**THE WEL-BILT PRODUCTS
COMPANY**

P. O. Box #95
Memphis, Tennessee



**This EMBLEM ON
YOUR DOOR MEANS...**

- A** More profits for you
- B** More service to your customers
- C** MORE SALES

Let Us tell you more about
it and send you a copy of...
THE ABC'S OF MAKING MONEY

**ALLIED BUILDING
CREDITS, INC.**

HEAD OFFICE: 3109 WILSHIRE BLVD. - LOS ANGELES

NATIONWIDE SERVICE

Employee Training Courses to Start

Thirty-day courses in building-material distribution will begin within a month at three universities in the South and Southwest.

The ninth course at Southern Methodist University in Dallas, Tex., begins January 15. Two weeks after it ends on February 9, the tenth course will start at SMU on February 26. The sponsor is the Lumbermen's Association of Texas.

The seventh 30-day course for dealer personnel will begin at the Georgia Institute of Technology in Atlanta on January 22 under the direction of a new Tech acting co-ordinator, R. E. (Bob) Eskew. This course is co-sponsored by the dealer associations in Georgia, Florida, the Carolinas, Virginia, Tennessee, Alabama, and Mississippi.

The University of Kansas City on February 5 will offer the third course for personnel of dealers in the four-state territory of the Southwestern Lumbermen's Asso-



ciation, which sponsors the program.

With military service stripping the ranks of many dealer organizations of their best sales and managerial personnel, more dealers are looking to these short courses this year for training assistance than since the inception of the industry-developed program immediately after World War II.

JOBBERS MEET

(From page 52)

plained the grave shortage of material-handling machines and supplies due to unprecedented demand and to the allocation of metal for such purposes.

P. D. O'Neal, of Remington-Rand, Inc., described and showed a modern system of inventory control for millwork jobbers and manufacturers.

President M. C. Davidson, of Houston, presided at other sessions of the meeting. Secretary-Treasurer Clark McDonald announced that R. O. W. Distributors at

Rocky Mount, Va., are a new SSDJA member. D. C. Vaughn is general manager of this firm.

At the meeting of the American Wood Window Institute, the following new members were accepted and announced: Caldor Lumber Company, Diamond Springs, Calif.; Chamberlin Company of America, Detroit, Mich.; Long-Bell Lumber Company, Kansas City, Mo.; Pullman Manufacturing Company, Rochester, N. Y., and R. O. W. Sales Company, Ferndale, Mich.

James D. Rowland, of the Andersen Corporation, Bayport, Minn., was elected a member of the AWWI board of directors.

LUMBER — CABINET SHOP — BUILDING SUPPLY DEALERS

HARDWARE & SPECIALTY CO.

Velpn

YOUR DISTRIBUTOR FOR

Heatilator Fireplace Units
Bennett Ireland Dampers
Truscon Steel Windows
Miami Awning Type Windows
Bavar Screen Door Grilles
Union Aluminum Windows

Knap & Vogt Fixture Hardware
Tel-O-Post
Weslock Locksets
Decorite Metal Moulding
Amerock Cabinet Hardware

WRITE FOR OUR GENERAL CATALOG

DEPT. W, 2109 HUTCHINSON AVE. TEL. 6-3671

CHARLOTTE, NO. CAR.

New Pier Expansion Joints

Vermiculite, a mineral of the mica family, can be used successfully to protect concrete piers from the shock of earth movements, according to Architect Robert L. Vogler, of Corpus Christi, Tex.

Vogler used six inches of vermiculite insulating fill around the piers above the footings and up to a few inches below grade level. He discovered that the lubricating action of vermiculite prevented swelling soil from getting suction on the piers.

"An expansion joint is thus formed to protect the pier from earth movements," Vogler pointed out, "and is especially valuable where piers are buried in soil that tends to expand greatly during and after rainfall." Because vermiculite is a mineral and not decom-

posed by water, it remains resilient and retains its lubricating properties indefinitely.

HOME "EXTRAS"

(From page 31)

and the floor in order to establish positive heat circulation.

The problem of where to put dripping overshoes and damp coats after the wearer comes in from snow and slush, is also solved by the closet with warm air circulating through it. The National Warm Air Heating and Air Conditioning Association recommends that a closet, especially to take care of wet clothing, be designed into each home—preferably near an entrance—to help the housewife protect her floors from wet and muddy tracks.

Such a closet should have a sheet metal floor with a small drain connected to the other plumbing in the house. A metal perforated shelf about six inches above this floor provides a place for rubbers and overshoes. A four-inch warm-air duct is then run from the main heating system into the closet and capped with a 4-by-6-inch register.

This small flow of warm air is enough to evaporate snow or rain on coats and overshoes. The resultant water drips on the sheet-metal floor and flows down the drain. The circulating warm air then helps dry them. Here again, a one- or one-half-inch clearance at the bottom of the closet door is necessary for proper air circulation.

Some homebuilders already are adding these and other "selling points" to new and remodeled homes by taking the fullest advantage of a modern heating system.

more and more IT PAYS TO SELL

There's steady profit for you every month because there's a protection use for SISALKRAFT to cover any situation. Finest in quality; economical in cost. Write for merchandising help!

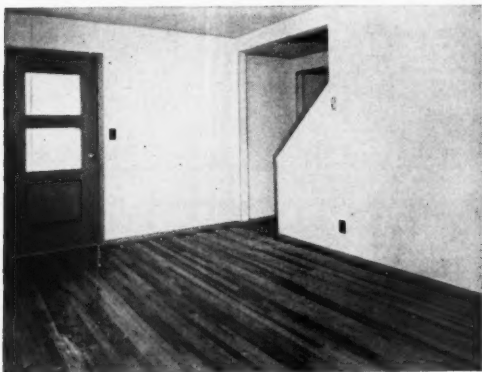


Nationally Advertised

FOR more and more
CONSTRUCTION AND
FARM USES

THE SISALKRAFT CO., Dept. SB-1, 205 W. Wacker Drive • CHICAGO 6, ILL. • New York 17, N. Y. • San Francisco 5, Calif.

Southlawn Housing Project, Milwaukee. Architects: Ralph E. Schaefer, Frederick J. Schweitzer, George G. Schneider, Walter M. Trapp, Fritz von Grossmann. Contractor: Kroening Eng. Co., Milwaukee.



For low-cost housing projects, "Thrifty Third" grade Northern Hard Maple is the ideal floor. No other type of economy flooring offers equal advantages of time-proved durability, low maintenance, and warm "homey" beauty!

Maple Flooring Manufacturers Assn.
Suite 556, 35 E. Wacker Drive, Chicago

FLOOR WITH **NORTHERN** HARD MAPLE
BEECH AND BIRCH

SOUTHERN BUILDING SUPPLIES for JANUARY, 1951

Only **TRADE-WIND**
MAKES THE
CLIPPER
CEILING VENTILATOR

... better 5 ways because —

1. Mounts in ceiling directly above stove — instantly catches heat, grease and odors as they rise.
2. Only an inconspicuous "driftless" ceiling grille is visible, yet unit easily installed.
3. Powerful squirrel-cage blower (not a fan!) creates fast-moving stream of air to do job efficiently.
4. Because of patented construction which isolates motor from greasy air stream, unit guaranteed 5 years.
5. Available everywhere. Stocked by dealers coast to coast.

Write to:
Trade-Wind Motors, Inc., 2701 N. 1st St., Chicago 12, Ill.
Name _____
Address _____

Give this "Shopper Stopper"
TRAFFIC LANE POSITION



R-V-LITE
All Purpose WINDOW MATERIALS

Floor Fixture
STOCKS, DISPLAYS, DISPENSES and
Sells All 6 Types

Scores of year 'round uses make R-V-LITE your dependable profit line! Keep this attractive, inviting display unit filled with all 6 types plus reserve of your most popular numbers. No other item you stock can produce returns in proportion to this compact, complete R-V-LITE department. Requires less than a square yard of floor space.

Available at nominal cost with SPECIAL R-V-LITE ASSORTMENT R-V 550-D.

6-way profits

with these 6 fast-sellers:

- 700-W 4 x 4 Aluminum Wire Reinforced.
- 800-CW 14 Mesh Galv. Steel Wire Reinforced.
- 100-C Cotton Reinforced.
- 200-P Plastic Reinforced.
- 300-W Aluminum Wire Reinforced.
- 400-T Wax Impregnated Fabric.

ORDER FROM YOUR JOBBER

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NLMA Committee Chairmen Announced

The National Lumber Manufacturers Association has chosen outstanding lumbermen to head committees for the coming year.

E. B. Tanner, West Coast lumberman and tax expert, is now chairman of the Committee on Taxation. He is president of the Western Forestry and Conservation Association.

Leo Bodine, vice-president of the Weyerhaeuser Sales Company, St. Paul, Minn., was elected chair-

man of the Public Relations Committee.

New chairman of the Committee on Foreign Trade is Lee Robinson, of the Mobile River Sawmill Company, Mt. Vernon, Ala.

Re-elected as committee chairmen were Earl Houston, Committee on Building Codes and Trade Promotion; Clyde Martin, Forest Conservation; S. M. Nickey, Transportation; A. S. Boisfontaine, Lumber Standards, and H. F. Jefferson, Products and Research.

Corydon Wagner, of Tacoma, Wash., is the new NLMA president.

Modern Heating Classes

The Institute of Boiler and Radiator Manufacturers soon will conduct a School of Modern Heating in various parts of the nation.

Those in SOUTHERN BUILDING SUPPLIES territory include one in Wilmington, Del., January 30-February 1; Baltimore, Md., March 13-15; Charlotte, N. C., March 27-29, and Atlanta, Ga., April 3-5.

Details of the schools can be obtained from the Institute at 60 East 42nd Street, New York 17, New York.

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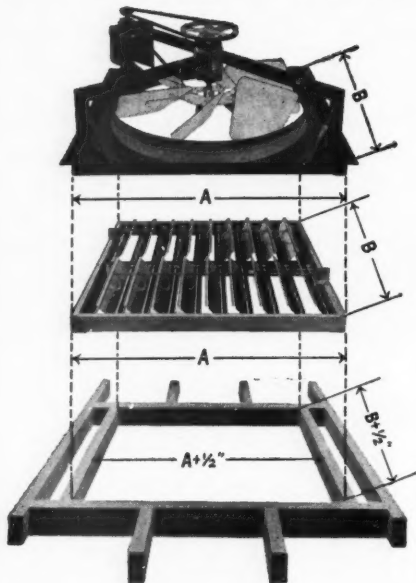
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RVU-36	42"	42"
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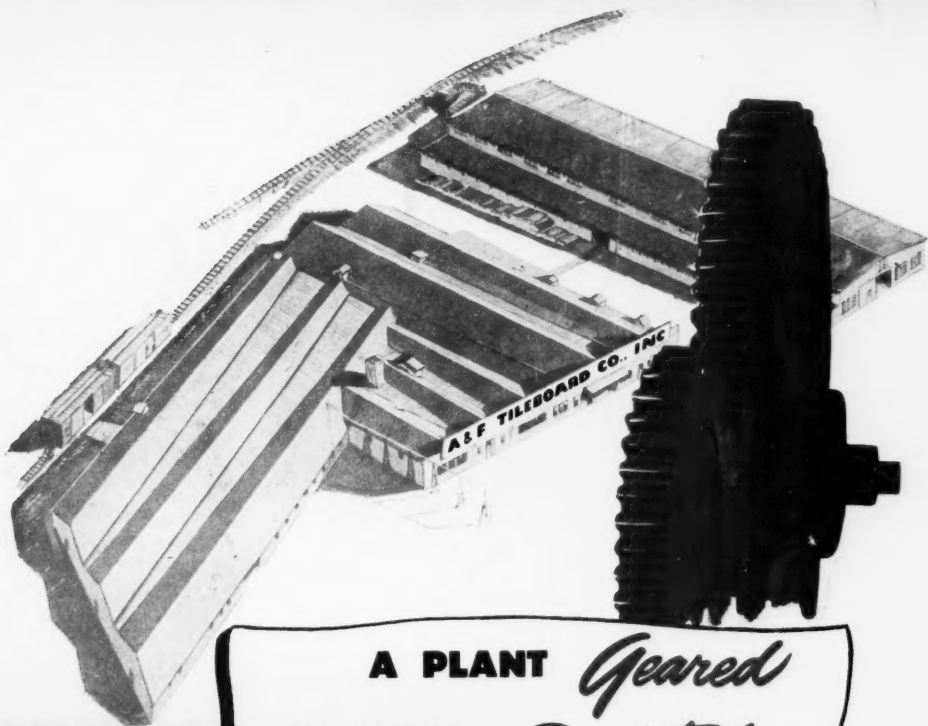
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